

Young South African consumers' impulse intentions toward visiting pop-up stores

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Dissertation

MConsSc (Clothing Retail Management)

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by

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Dissertation submitted in partial fulfilment of the requirements for the degree

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Supervisor: Mrs BM Jacobs (University of Pretoria)

Co-Supervisor: Prof AM Fiore (Iowa State University)

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"I can do all things through Him who strengthens me."

Philippians 4:13

In dedication to Paul, my loving husband.

DECLARATION

I, **Miriam Miri Retief**, hereby declare that the dissertation “**Young South African consumers’ impulse intentions toward visiting pop-up stores**”, submitted for the Masters in Consumer Science degree in Clothing Retail Management at the University of Pretoria, has not previously been submitted at this or any other University, and is my own work, and that the work of others are indicated and acknowledged by means of a comprehensive reference list.

MIRRIAM MIRI RETIEF

23 August 2012

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SUMMARY

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Pop-up retail was first introduced as a new marketing concept in 2003, but it only appeared in South Africa in 2008. Pop-up retail is still viewed as an innovation in South Africa. It entails the opening of a tentative store, located in a unique space or venue, offering the opportunity for product trial and “one-of-a-kind” store experiences through the use of unique venues. Pop-up stores are temporary and their opening is mostly unannounced (OPEN TEXT CORPORATION, 2008c:4). Consumers are forced to make quick decisions to either visit the store or not, as these stores have a limited lifespan. Pop-up retail offers an entertaining and satisfactory retail environment and may provide a solution for retailers to survive fierce competition.

The purpose of this study was to explore the relationships between characteristics of the innovation (relative advantage, trialability, observability, low complexity, compatibility), internal factors (mood or emotional state, hedonic desires, consumer innovativeness), an external factor (exterior store design) on the one hand, and young South African consumers' impulse intention to visit a pop-up store on the other. An exploratory survey research design was followed. Data was collected by means of a structured, self-administered questionnaire developed from existing scales. It was administered to a convenience sample of 523 South African students. Confirmatory factor analyses were done to validate the latent underlying variables for the hybrid model. Pearson's correlation coefficient test was run for testing various hypotheses, establishing the correlation between the independent variables and the dependent variable. Values of the correlation coefficient ranged between 0.39 and 0.61, indicating a positive correlation between the independent variables and the impulse intention

to visit a pop-up store. All the correlations were significant at the 1% level (p -value < 0.0001). Multiple regression analysis was employed to test and quantify the relative contribution of the multiple independent variables to predicting impulse intention to visit a pop-up store.

The findings indicated that all the hypotheses developed for the study were supported. Characteristics of an innovation, internal factors and external factors were proven to play a role in young South African consumers' impulse intention toward pop-up retail. Observability, compatibility, consumer innovativeness and exterior store design appeared to be more predictive of consumers' impulse intention to visit pop-up stores.

The study was limited to students enrolled at only two tertiary institutions in South Africa. Further research is needed at tertiary institutions in other cities in the country. The study focused only on impulse intention to visit pop-up stores in South Africa and future research is needed to study the different forms of pop-up retail to determine the most effective ones locally, as well as the behaviour of consumers visiting an actual pop-up store. Retailers making use of pop-up stores should include unique products, engaging experiences, signage and trial opportunities for consumers. Store design should be eye-catching, hedonically pleasing and explorative, with moderate complexity to attract innovative consumers and result in optimum success.

TABLE OF CONTENTS

DECLARATION	i
ACKNOWLEDGEMENTS	ii
SUMMARY	iii
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF APPENDICES	xi
CHAPTER 1: INTRODUCTION AND BACKGROUND	1
1.1 INTRODUCTION.....	1
1.1.1 The changing retail sector.....	2
1.1.2 Pop-up retail.....	4
1.2 JUSTIFICATION AND PROBLEM STATEMENT.....	6
1.3 OBJECTIVES OF THE STUDY.....	9
1.4 DEFINITIONS OF TERMS.....	9
1.5 PRESENTATION AND OUTLINE OF THE STUDY.....	10
1.6 CONCLUSION.....	11
CHAPTER 2: THEORETICAL PERSPECTIVES	13
2.1 INTRODUCTION.....	13
2.2 POP-UP RETAIL AS AN INNOVATION.....	13
2.3 DIFFUSION OF INNOVATION THEORY.....	14
2.3.1 Suitability of the diffusion of innovation theory for the present study.....	14
2.3.2 Description of the diffusion of innovation theory.....	15
2.4 IMPULSE INTENTION IN CONSUMER BEHAVIOUR.....	19
2.5 IMPULSE BUYING BEHAVIOUR MODEL.....	20
2.5.1 Suitability of the impulse buying behaviour model for the present study.....	20
2.5.2 Description of the impulse buying behaviour model.....	21
2.6 APPLICATION OF THE DIFFUSION OF INNOVATION THEORY AND THE IMPULSE BUYING BEHAVIOUR THEORY TO THE PRESENT STUDY.....	22
2.7 CONCEPTUAL FRAMEWORK AND SYNOPSIS.....	24

2.8	CONCLUSION.....	26
CHAPTER 3: LITERATURE REVIEW		27
3.1	INTRODUCTION	27
3.2	THE POP-UP RETAIL CONCEPT	27
3.3	THE EMERGENCE OF POP-UP RETAIL.....	28
3.4	OPERATION OF POP-UP RETAIL.....	29
3.5	CHARACTERISTICS OF POP-UP STORES AS AN INNOVATION	31
3.5.1	Relative advantage	32
3.5.2	Trialability	33
3.5.3	Observability	35
3.5.4	Complexity.....	36
3.5.5	Compatibility	37
3.6	CONSUMER IMPULSE INTENTION	38
3.6.1	Internal factors influencing impulse intention.....	39
3.6.2	External factors.....	45
3.7	CONCLUSION.....	47
CHAPTER 4: RESEARCH METHODOLOGY.....		48
4.1	INTRODUCTION	48
4.2	RESEARCH DESIGN AND METHODOLOGY	48
4.3	INSTRUMENT DEVELOPMENT.....	49
4.3.1	Instrument pilot testing	52
4.4	SAMPLE, SAMPLING AND PROCEDURE	53
4.5	DATA ANALYSIS.....	54
4.6	ETHICAL CONSIDERATIONS.....	55
4.7	CONCLUSION.....	55
CHAPTER 5: RESULTS		56
5.1	INTRODUCTION	56
5.2	DEMOGRAPHIC PROFILE OF THE SAMPLE	56
5.3	FACTOR ANALYSIS FOR MODEL CONSTRUCTS	57
5.4	DESCRIPTIVE STATISTICS	59
5.4.1	Characteristics of pop-up retail as an innovation.....	59
5.4.2	Internal factors	63
5.4.3	External Factors.....	66
5.4.4	Consumer impulse intention to visit a pop-up store.....	66

5.5	CORRELATION BETWEEN INDEPENDENT AND DEPENDENT VARIABLES	67
5.6	MULTIPLE REGRESSION MODEL	68
5.7	CONCLUSION.....	70
CHAPTER 6: DISCUSSION AND CONCLUSIONS		72
6.1	INTRODUCTION	72
6.2	DISCUSSION	72
6.2.1	Hypothesis 1: Characteristics of the innovation are positively related to consumers' impulse intention to visit pop-up stores.....	72
6.2.2	Recommendations to marketers and retailers for the use of pop-up retail.....	77
6.2.3	Hypothesis 2: Internal factors are positively related to consumers' impulse intention to visit pop-up stores	77
6.2.4	Recommendations to marketers and retailers for the use of pop-up retail.....	80
6.2.5	Hypothesis 3: External factors are positively related to consumers' impulse intention to visit pop-up stores	81
6.2.6	Recommendations to marketers and retailers for the use of pop-up retail.....	82
6.2.7	Hypothesis 4: Characteristics of an innovation, internal factors and external factors will positively affect consumers' impulse intention to visit pop-up stores	83
6.3	IMPLICATIONS FOR FUTURE RESEARCH	84
6.4	LIMITATIONS OF THE RESEARCH.....	84
6.5	FINAL CONCLUSION.....	85
LIST OF REFERENCES.....		87

LIST OF TABLES

TABLE 4.1:	CONCEPTUALISATION AND OPERATIONALISATION	50
TABLE 4.2:	PURPOSIVE SAMPLING CRITERIA.....	54
TABLE 5.1:	SAMPLE CHARACTERISTICS	57
TABLE 5.2:	CFA TABLE.....	58
TABLE 5.3:	FREQUENCY TABLE FOR RELATIVE ADVANTAGE	59
TABLE 5.4:	FREQUENCY TABLE FOR TRIALABILITY	60
TABLE 5.5:	FREQUENCY TABLE FOR OBSERVABILITY	61
TABLE 5.6:	FREQUENCY TABLE FOR LOW COMPLEXITY.....	62
TABLE 5.7:	FREQUENCY TABLE FOR COMPATIBILITY	63
TABLE 5.8:	FREQUENCY TABLE FOR POSITIVE MOOD OR EMOTIONAL STATE.....	64
TABLE 5.9:	FREQUENCY TABLE FOR HEDONIC DESIRES.....	64
TABLE 5.10:	FREQUENCY TABLE FOR CONSUMER INNOVATIVENESS.....	65
TABLE 5.11:	FREQUENCY TABLE FOR EXTERIOR STORE DESIGN.....	66
TABLE 5.12:	FREQUENCY TABLE FOR IMPULSE INTENTION TO VISIT A POP- UP STORE	67
TABLE 5.13:	CORRELATION COEFFICIENT MATRIX.....	67
TABLE 5.14:	SUMMARY OF HYPOTHESES	68

TABLE 5.15: MULTIPLE REGRESSION FOR IMPULSE INTENTION TO VISIT A
POP-UP STORE 69

LIST OF FIGURES

FIGURE 2.1:	INNOVATIVE DECISION-MAKING MODEL (Rogers, 1995:163).....	19
FIGURE 2.2:	IMPULSE BUYING BEHAVIOUR PROCESS (Kim, 2003:9).....	22
FIGURE 2.3:	CONCEPTUAL FRAMEWORK (adapted from Rogers (1995:163) and Kim (2003:9)).....	25
FIGURE 3.1:	A CONCEPTUAL FRAMEWORK OF RELATIONSHIPS BETWEEN CHARACTERISTICS OF THE INNOVATION, INTERNAL FACTORS, EXTERNAL FACTORS AND IMPULSE INTENTION TO VISIT A POP-UP STORE	47
FIGURE 5.1:	MULTIPLE REGRESSION PATH MODEL	70

LIST OF APPENDICES

APPENDIX A:	PILOT TESTING OF IMAGES	100
APPENDIX B:	FIGURES - YOUNG SOUTH AFRICAN CONSUMERS' IMPULSE INTENTION TOWARD VISITING POP-UP STORES	105
APPENDIX C:	QUESTIONNAIRE	113
APPENDIX D:	PRESENTATION - YOUNG SOUTH AFRICAN CONSUMERS' IMPULSE INTENTION TOWARDS VISITING POP-UP STORES.....	118
APPENDIX E:	RESULTS OF PILOT TEST (QUESTIONNAIRE)	127
APPENDIX F:	FULL REPORT FROM THE CONFIRMATORY FACTOR ANALYSES...	131
APPENDIX G:	COMPLETE FREQUENCY TABLES	135

CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

The South African clothing and textiles retail industry is of immense importance in the value chain of the country (Gauteng Enterprise Propeller, 2010:1). This sector has been influenced by numerous factors over the past few years, such as Black Economic Empowerment (BEE), redistribution of income and changes in normal consumption patterns of consumers, to name only a few. South African retailers are now, more than ever, faced with opportunities and threats in the market due to constant changes in the South African retail market.

These changes have resulted in severe competition from international markets, especially after the end of apartheid rule, when South Africa joined the World Trade Organization (WTO) in 1994 and opened its markets to international trade (Vlok, 2006:227; Gauteng Enterprise Propeller, 2010:1). Imports of apparel products increased substantially as retailers started to rely on global manufacturers who could supply them with cheaper products, as opposed to buying from local vendors. This led to acceleration to adapt to different consumer needs as well as to changes in the consumption patterns of consumers due to the social mobility of new consumer markets (Wiese, 2004:1).

During 2004, the South African clothing and retail industry generated sales of R34 billion (approximately \$272 billion), which is a significant contribution to the total output of the country. This retail sector has continued to show growth recently (Gauteng Enterprise Propeller, 2010:1). According to the South African Retailers Liaison Committee, the apparel industry generated sales of R39.4 billion during 2008. It is further predicted that the South African apparel retail industry will reach a value of \$8.2 billion (approximately R60 billion) by 2013. This will be an increase of 34.9% from 2008, and an indication that retail in South Africa is growing, despite the global economic depression of the past few years (Vlok, 2006:3; Datamonitor, 2009:3). This fast growing industry with rapid development in innovative products, stores and technology has witnessed an increasing amount of competition as more retailers are joining the market.

South Africa is an emerging market and its retail profile differs significantly from that of a developed country. An emerging market is a country with accelerated expansion in terms of

social, economic and business activity, where people who previously thought that their existence could never improve, now believe that the future will be better than the past (The Coca-Cola Retailing Research Council, 2010:3). In emerging markets, change happens quickly, unpredictably and dramatically. Emerging market retailers do not exist in a steady state: success requires staying ahead of swift change. For them, failure due to quick actions and effort are less of a risk than inactivity or waiting for change to emerge.

1.1.1 The changing retail sector

Retailing in emerging markets is divided into two separate trades: fragmented markets and organised markets. Fragmented markets comprise those ways in which consumers used to purchase goods in the past, such as buying goods from a local market. Prices are usually not fixed and are negotiated between the retailer and the consumer. Assortment is limited, availability not assured and products are usually unique. Organised markets, on the other hand, refer to malls and stores of varying sizes that either specialise in certain product categories or include multiple departments. Prices are fixed and merchandise is more readily available in a store (The Coca-Cola Retailing Research Council, 2010:11).

Emerging markets are in transition because consumers do not live exclusively in either a traditional or a modern world. Consumers can move effortlessly from shopping at a fragmented market to an organised one without any distinguishable favour towards either. Consumers can also choose a format that is most convenient or most flexible (The Coca-Cola Retailing Research Council, 2010:12). The retailer's business environment is thus very important for consumers in emerging markets as it is often the determining factor for shopping from a specific retailer.

In a South African retail report, Vlok (2006:242) identified innovation and technology as the biggest challenges in the South African retail industry. He pointed out that when it comes to design and product development, South Africa has a competitive advantage in creative talent. However, he warns that a lack of innovation might challenge the way in which these products are offered to the market. As stated above, this has a huge impact on emergent markets like South Africa. It is therefore essential that retailers stay ahead of trends to assure a unique way of promoting and offering their products to attract customers to their stores.

The fact that the availability of products is almost unlimited has resulted in constantly changing shopping habits among consumers. Power have shifted in the market from the retailers to the consumers (Kim, Sullivan & Forney, 2007:27). Postmodern consumers shop according to their wants rather than their needs (Kim *et. al.*, 2007:27). This means that they

are not purely interested in satisfying their basic needs, but that they constantly long for something more, something that will satisfy their needs while providing them with additional value, appealing to their wants. “Postmodern” can be described as the opposite of modern (Dolfsma, 2004). Mestrovic (1997:27) described postmodernism as a “fashionable intellectual movement evolving around nostalgia, the blurring between reality and fiction and other anti-modern tendencies”. Postmodern consumers aim at creating a sense of identity through their purchases and acquisitions. Postmodern consumer culture has embraced shopping as something more than an act of necessity. It has become an activity of leisure, culture and entertainment that inspires consumers to seek excitement and entertainment when choosing their shopping environment (Okonkwe, 2007:88).

Consumer literature suggests a growth in the number of consumers looking for innovative products and experiences during shopping (Niehm, Fiore, Jeong & Kim, 2010:11). In an attempt to gain a competitive advantage, retailers are providing consumers with what has been dubbed “retailment”, which is a combination of the words retail and entertainment (Okonkwe, 2007:89). People want to be stimulated and they can find stimulation in unexpected pleasures (Feig, 2006:149). As people become accustomed to stimuli, they also become habituated to it, which means they need to seek other sources of stimulation to provide pleasure (Okonkwe, 2007:89). People therefore search for novel experiences that are unusual, unpredictable and distinctive, and that produce greater attention to stimulate their wants (Shimp, 2003:130).

Rauen (2006) has set out three main explanations for this “longing for experience”: (a) the emergence of a more prosperous consumer, having more time and money, and who seeks enjoyable activities; (b) more design clued-up consumers who are expecting high style in their shopping experience; and (c) the profusion of competitors, pushing retailers to go to great lengths to distinguish themselves from one another. Going shopping is no longer only about products and where to find them; consumers are now primarily concerned with the kind of shopping experience they desire. It is, therefore, no longer adequate for retailers to offer consumers conventional operations that lure them with broad assortments, quality products, low prices and services such as shop assisting and gift wrapping, because these are easily duplicated by competition (Kim *et al*, 2007:59). The essence lies in capturing experiences that consumers long for. Experiences arise when retailers deliberately use services as the stage, and goods as the props to connect individual consumers in a way that creates a memorable event (Pine & Gilmore, 1998:98).

Retailers that provide enjoyable shopping, recreational activities and educational opportunities for consumers are flourishing now, and will continue to flourish in the future

(Kim *et al*, 2007:14). This was also noted by the CEO of Large North America Telecommunications Provider, who stated that innovative products and services on their own will not sustain leadership for an enterprise in the long run; quality consumer experiences are also needed (Accenture, 2009:4). This may be a possible explanation for the tremendous success of pop-up retail.

1.1.2 Pop-up retail

Pop-up retail is a new marketing concept that was first introduced in 2003. It was first recognised by Trendwatching.com and entails the opening of a tentative store, located in a unique space or venue. The venue is situated in an area where new products or stores can be quickly introduced, sales of existing stores can be increased, brand awareness among consumers can be created, or consumers can be exposed to products from Internet stores (OPEN TEXT CORPORATION, 2008c:4). Pop-up stores offer engaging activities, the opportunity for product trial and a “one-of-a-kind” store environment through the use of unique venues that stimulate consumers’ senses. They are known to be open for a limited time only. The products and experiences offered to consumers are exclusive (OPEN TEXT CORPORATION, 2008c:5). Pop-up retail is exciting, explorative, surprising, and exclusive because of the limited lifespan (OPEN TEXT CORPORATION, 2008a:1). Pop-up retail enhances shopping experiences of consumers and succeeds in stimulating their wants and needs through the offering of products, while simultaneously contributing to a pleasant shopping experience (Niehm *et al*, 2010:12). Pop-up retail also offers an entertaining and satisfactory retail environment and may provide a solution for retailers to survive fierce competition. Fierce competition is a situation in the market environment in which several enterprises offer similar types of products or services and relentlessly compete for the patronage of the same consumer (Cant, 2010b:29). In such situations it is vital for retailers to offer something extra in order to assure that consumers will be able to differentiate them from other retailers, thus gaining a competitive advantage – which pop-up retail seems to achieve through offering something other than what traditional retailers do.

Pop-up retail first appeared in South Africa in 2008 and its arrival was somewhat behind the international fashion retail curve. Pop-up retail is therefore still a new and risky environment for South African retailing and can be classified as an innovation (Cooke, 2008:2). An innovation is referred to as an idea, practice or object perceived as new by an individual. The product or object may have been available for some time, but for an individual who just learns and hears about it, it is new (Rogers, 1995:4; Foxall & Goldsmith, 1994:235; Sproles & Burns, 1994:70). For apparel retailers to stay competitive in the current retail marketplace, they must be able to come up with or use innovative strategies to offer their products to

consumers (Diamond, 2006:4). It is therefore important that retailers and marketers realise the important role that pop-up retail can play in the current marketing environment. In order to assure effective application of this new trend, it is necessary to first understand consumers' intentions towards this innovative retail strategy. Knowledge of consumer response towards pop-up retail will limit risk and help create effective retail strategies.

Pop-up stores are temporary and their opening is mostly unannounced (OPEN TEXT CORPORATION, 2008c:4). Pop-up retailers also depend on guerrilla marketing ("unconventional marketing tactics designed to get maximum results from minimum resources") and word-of-mouth ("passing along marketing messages from one person to another") to spread the word of the appearance of such stores (Bay, Gill, Petrizzi & Rath, 2008:438, 449). Marketing guru, Jay Conrad Levinson, developed guerrilla marketing in the mid-1980s (Levinson, 2007:1). It relies on creativity, quality relationships and the willingness to try out unusual approaches. It also emphasises the importance of making use of a combination of media in achieving marketing communication success (Clow & Baack, 2012:280). Word-of-mouth marketing, also known as buzz marketing, emphasises consumers passing along information about products among each other. This is a highly credible marketing source, as recommendations by friends, family or acquaintances are more trustworthy than the opinion of the retailer itself (Clow & Baack, 2010:276). These are marketing tactics which allow the spreading of marketing messages to the mass consumer market in a short period of time and without major expenses. Consumers who are informed about pop-up retail via word-of-mouth are then forced to make quick decisions to either visit the stores or not, as these stores have a limited lifespan.

Some consumers' visits to pop-up stores may be acts of coincidence. This means that they did not plan to visit the store but merely acted on impulse when made aware of the opportunity. Impulse behaviour can be defined as behaviour that occurs quickly without control, planning or consideration of the consequences (Rook, 1987:191; Virvilaite, Saladiene & Zvinklyte, 2011:1329). During a shopping trip, consumers are in general influenced by characteristics of the situation, circumstances and surroundings. These influences include such things as physical surroundings, social surroundings, time, task monetary conditions and momentary moods. Kim classified this as internal factors (mood/emotions, hedonic desires and consumer innovativeness) and external factors (exterior store design) with regards to the impact on the impulse intentions of consumers (Kim, 2003:7-8). Impulse behaviour is a pervasive aspect of consumer behaviour and a focal point for strategic marketing plans, and it is therefore worthwhile for retailers to understand the factors relating to a retail setting that triggers a consumer's impulse reactions (Kim, 2003:1). Previous research has shown that up to 90% of consumers occasionally make

purchases on impulse (Hausman, 2000:1). Pop-up retail offers consumers something unexpected, exclusive and interesting, and encourages them to visit the store and get the product “while it lasts”. One can assume that pop-up retail will be most attractive to consumers seeking new and innovative experiences. These promising stores offer products and experiences that many consumers may find irresistible, triggering their impulse intentions.

In a world where the economy is still in a recovery phase after a worldwide recession, pop-up retail seems to offer retailers an opportunity to survive the economic down-trend. Whereas the opening of a new store requires that a retailer commits to a lease of one year minimum or incurs expensive construction costs when building a new structure, pop-up retail requires vastly less commitment and expenses. Landlords also face the glut of empty retail space as a result of many businesses failing to survive in a slow economy, and pop-up retail is the creative solution to convert these spaces into temporary stores, giving both landlords and retailers a successful solution (Hutchison, 2009:1). Given the growing importance of environmental considerations for enterprises, pop-up retail provides an opportunity to rotate and reuse materials from one temporary location to the next – essentially allowing the recycling of an entire store (Hutchison, 2009:4). This option contributes positively to the environment and also helps to create a favourable image of retail stores in the minds of consumers.

Pop-up retail further provides a unique opportunity for retailers to test a market for a short duration in order to determine whether a large investment is warranted and if the right target market is reached at a specific location (Hutchison, 2009:4; Zatland, 2010:1). It is a great channel for quickly introducing new stores, products or services, increasing brand awareness and creating a buzz around it. Pop-up retail allows retailers to increase their current sales or to get rid of excess stock. It also provides an opportunity for exposing products from Internet stores, thus allowing consumers a touch-and-feel experience with it. In addition, pop-up retail provides an opportunity to study and test consumer behaviour. All these advantages are evidence that pop-up retail has numerous benefits for retailers.

1.2 JUSTIFICATION AND PROBLEM STATEMENT

Pop-up retail has proved to be a great success in America and other countries where the concept has been implemented. In South Africa, this concept is still new and only a few pop-up stores were spotted, with Puma being the first to use a pop-up store at the Cape Town

Waterfront (OPEN TEXT CORPORATION, 2008a:1). The continuous growth globally of pop-up retail can be seen as a reflection of the success rate of and benefits for those companies making use of it.

Globalisation has enabled South African retailers to gain the same access to marketing techniques as in developed, first-world countries. Although South African consumers may find this new way of marketing and promoting interesting, their way of reacting to this new trend may differ from consumers in developed countries, bearing in mind that South Africa is still an emerging market. A thorough understanding about South African consumers' reactions towards pop-up retail will supply local marketers and retailers with guidelines for responding to this trend. Pop-up retail may play a decisive role in the marketing environment and may involve great benefits for the South African marketing and retail industry.

Research studies on the acceptability of pop-up retail and behavioural intentions towards it have been done on U.S. consumers (Niehm, Fiore, Jeong & Kim, 2007; 2010). These studies focused on the psychographic characteristics affecting behavioural intentions towards pop-up retail (2010) and the acceptability of it as an innovative business strategy and enhancer of the consumer shopping experience (2007). Because these studies were only executed in America, they leave a contextual gap. For the successful implementation of pop-up retail in South Africa, it is important to study South African consumers' intentions towards pop-up retailers in order to assure the same success and continuous use in South Africa.

Moreover, the American studies did not examine the role of impulse intentions in terms of pop-up retail. Impulse intentions differ in many ways from normal, real decision-making intentions. A real decision is a decision made when a consumer reacts after an extensive behavioural or decision-making process (Cant, 2010b:52). Impulse intentions, however, do not follow an extensive route. This means that numerous decision-making steps are omitted. Consumers will be forced to make quick decisions whether to visit a store or not, because they may encounter stores unexpectedly and will have no assurance that the store, the products or the experiences offered would still be there when they return later. Given this nature of unexpectedness and short lifespan of pop-up stores, the impact of pop-up retail on impulse intentions of consumers should be studied.

Impulse behaviour is regarded as one of the key forces in retail trade (Huovinen & Rouvinen, 2008:1). In developed countries, impulse behaviour comprises approximately 25% - 50% of all consumer purchases (Huovinen & Rouvinen, 2008:1). In emerging markets, especially in South Africa, this trend will be more or less the same, since South Africa is one of the leading

emerging markets in Africa. Furthermore, with respect to the apparel retail industry, South Africa is not far behind the developed countries.

Previous studies on impulse behaviour toward apparel purchases have provided valuable input to this study, including the importance of the hedonic motivational aspects of impulse behaviour (Hausman, 2000). Additionally, a study by Kim (2003), which examined apparel impulse buying behaviour and visual merchandising, offers a theoretical perspective useful for the present study. In this study, Kim identified external and internal influences on impulse behaviour, and participants in his study were in the same age category as the participants in my study. These impulse studies focused mostly on the impulse behaviour toward the purchase of products. Pop-up retail offers diversified shopping experiences. Some of them do not sell products at the store but aim at increasing awareness, offering consumers experiences or giving them an opportunity to try out products or services. It is therefore necessary to investigate impulse behaviour with the emphasis on visiting a pop-up store, rather than investigating the buying behaviour of consumers.

The purpose of the present study is to explore the factors that influence impulse intentions towards visiting pop-up stores for young South African consumers. Along with examination of the external and internal influences on impulse behaviour as noted by Kim (2003), the innovative nature of pop-up retail supports the examination of the impact of Rogers' diffusion of innovation features on consumer behaviour towards pop-up retail. Rogers' (1995) diffusion of innovation theory serves as a valuable reference for consumers' reactions towards innovative products and practices, and will therefore be used as one of the theoretical perspectives for this study.

In light of the lack of knowledge about consumer impulse intentions towards pop-up retail, especially regarding young South African innovative consumers, the following research statement was formulated for this study:

Internal factors (consumer characteristics), external factors (exterior store design) and characteristics of the innovation (pop-up retail) will play a role in young South African consumers' engagement of consumer impulse intention toward pop-up retail.

1.3 OBJECTIVES OF THE STUDY

The overall objective of this study is to explore the relationships between characteristics of the innovation, internal factors, external factors and impulse intention to visit a pop-up store. Specific objectives of the present study are to:

1. Test hypothesised relationships between each of the factors of an innovation (i.e., relative advantage, trialability, observability, low complexity and compatibility) and consumers' impulse intention to visit a pop-up store.
2. Test hypothesised relationships between consumers' internal factors (i.e., moods or emotional state, hedonic desires and consumer innovativeness) and consumers' impulse intention to visit a pop-up store.
3. Test hypothesised relationship between exterior store design and consumers' impulse intention to visit a pop-up store.
4. Test hypothesised predictive relationships between characteristics of the innovation, internal factors and external factors on the one hand, and impulse intention to visit a pop-up store on the other.

1.4 DEFINITIONS OF TERMS

Definitions of important concepts and terms used throughout the study are given below for the sake of comprehensiveness and clarity, and to increase the theoretical validity of the study.

Intention: The subjective probability of one's engagement in any behaviour (Kwong & Lee, 2002:3).

Impulse intention: A sudden stimulus, followed by excitement and or pleasure, leading to an irresistible urge to react spontaneously (Rook, 1987:191; Virvilaite *et al*, 2011:1329).

Pop-up retail: Marketing environments that are highly experiential, focused on promoting a brand or product line, available for a short time period, generally situated in smaller venues which allows for more face-to-face dialogue with brand representatives (Gordon, 2004:133-154).

Characteristics of an innovation: Relative advantage, trialability, observability, complexity and compatibility of an innovation that might impact on the behaviour/response of consumers towards an innovation (Rogers, 1995:226).

Internal factors: Conditions within consumers that may drive or motivate them to act on impulse and influence their adoption of new ideas or products (Kim, 2003:5). Mood or emotional state, hedonic desires and consumers' innovativeness will be examined as internal factors in this study.

External factors: Marketing cues or stimuli that are placed and controlled by retailers in an attempt to lure consumers into specific shopping behaviour (Dawson & Kim, 2009:23). Exterior store design as an external factor will be examined in this study.

Retailer: Any business enterprise whose sales volume comes primarily from all the activities involved in selling goods or services directly to final consumers for personal, non-business use (Kotler & Keller, 2006:504).

1.5 PRESENTATION AND OUTLINE OF THE STUDY

Chapter 1 has given a summary of the study and its structure. It also provides an overview of the South African apparel retail industry and introduces its current shopping environment, which shapes competitive advantages for retailers. Important elements of the chapter include the justification for the research, the research statement, and the goal of the study. Finally, this chapter gives an outline of the remaining chapters and summarises their content.

Chapter 2 discusses the theoretical perspectives used in this study. They are the diffusion of innovation theory from Rogers (1995), as well as the impulse buying behaviour model of Kim (2003). The adaptation and application of those perspectives to this study are clarified by a conceptual framework developed for this study. This formed the basis for the literature review.

In **Chapter 3** all concepts that derived from the research statement are defined. The chapter starts with an in-depth description of pop-up retail, and continues to review the possibilities of its origin, characteristics of pop-up retail, and consumer impulse intention.

Chapter 4 consists of the justification and description of the research elements that were used, such as the design, purpose and approach. The chapter also explains the development of the instrument, describes the sample, sampling, data collection and analysis techniques for the study. The application of methods used to ensure reliability and validity in the study is also explained in this chapter, as well as the researcher's contribution to ethical considerations.

In **Chapter 5** the findings are summarised and presented according to the hypotheses developed for the study.

Chapter 6 gives final conclusions according to the hypotheses, states the limitations of the study and gives recommendations for future research.

1.6 CONCLUSION

South Africa's apparel retail environment has become increasingly competitive in the sense that South African retailers have to compete with an increasing number of international competitors. Consumers, on the other hand, are confronted with endless possibilities, including being able to obtain the same products from several retailers. It is clear that the market power has clearly shifted away from the retailer to the consumer. To survive in this competitive arena, retailers must be able to gain a competitive advantage, in the sense of offering more value to consumers than what their competitors are able to offer (Lamb, Hair & McDaniel, 2004:104). In other words, this competitive advantage is about being able to offer consumers a total shopping experience, which not only offers consumers the necessary products but also engages them in an experience that will be memorable (Pine & Gilmore, 1998:98).

People seek novel experiences that are unusual, unpredictable and distinctive and that produce greater attention to stimulating their wants (Shimp, 2003:130). Pop-up retail can be seen as a successful way for retailers to offer their products to consumers, while stimulating their longing for experience, offering retailers a competitive advantage over traditional stores. Pop-up retail is a new marketing concept that entails the opening of a tentative store, filled with knowledgeable brand representatives and novelty with regard to the exterior look, products and experiences offered. These stores have a limited lifespan and open and close unannounced to offer exclusiveness for those visiting them (OPEN TEXT CORPORATION, 2008c:5). Consumers' visits to these stores can therefore be regarded as impulsive visits

because the limited lifespan of the store or products requires immediate action – otherwise they may forfeit a buying opportunity.

Chapter 2 will focus on the two theoretical perspectives chosen for the study. This will indicate how consumers will go about forming impulse intentions towards visiting pop-up retail stores. The chapter will also discuss those influencing factors that may affect the impulsive intention of consumers.

CHAPTER 2: THEORETICAL PERSPECTIVES

2.1 INTRODUCTION

This chapter provides background on the two main theoretical perspectives used for this study, namely the diffusion of innovation theory of Rogers (1995) and the impulse buying behaviour theory of Kim (2003). These two perspectives give insight into innovative and impulsive phenomena to predict consumer behaviour towards pop-up retail, which is illustrated by the conceptual framework presented at the end of the chapter (**Figure 2.3**). The conceptual framework forms the basis for the literature review that will follow in **Chapter 3**.

A theoretical perspective offers an overarching framework to organise knowledge or provide an overall perspective of the specific phenomenon to be studied, whereas a theory indicates a set of interrelated propositions or principles designed to answer a question or explain a particular phenomenon (Kaiser, 1998:33; Mooney, Knox & Schacht, 2000:10). Theoretical perspectives give an indication of basic elements that should be examined in a certain situation and indicate ideas derived from it, known as concepts. Conceptual frameworks derive from perspectives and serve as a conceptual guideline for the researcher on which to base certain predictions, and are therefore an important element in a research study.

2.2 POP-UP RETAIL AS AN INNOVATION

An innovation refers to an idea, practice or object perceived as new by an individual (Foxall & Goldsmith, 1994:235; Sproles & Burns, 1994:70; Rogers, 1995:4).

Three types of “new” products or services can be identified:

- *Enterprise-orientated new product or service:* This is when the product or service is not necessarily new to the market, but to the specific retailer.
- *Product-orientated new product or service:* The product or service is new in the sense that it changed slightly, changed to a great extent or is totally new in that no other product can be found that is similar to the new one.

- *Consumer or market orientated*: The product or service has only been on the market for a short period and is therefore still reckoned as an innovation (Janse van Rensburg *et al*, 2005:3).

Although pop-up retail was introduced in 2003 in developed countries, it appeared in South Africa only in 2008. Since then, few retailers have made use of this new marketing concept and most retailers and consumers are not familiar with it (Cooke, 2008:2). When looking at the above descriptions of a new product or service, pop-up retail can be identified as a consumer- or market-orientated new service in South Africa because only a few South African retailers have made use of pop-up retail; the majority of South African consumers are unfamiliar with the pop-up retail setting and the concept is still new. It is therefore an innovation in the South African market.

Consumers behave differently towards new products, services and ideas since they have had no previous experience with them. For apparel retailers to successfully utilise pop-up retail, they need to fully understand how consumers will react towards this new phenomenon. The following theoretical perspectives indicate the process consumers may go through and the influencing factors affecting consumer intentions, when confronted with a pop-up store.

2.3 DIFFUSION OF INNOVATION THEORY

2.3.1 Suitability of the diffusion of innovation theory for the present study

The diffusion of innovation theory has been accepted as a relevant theoretical perspective to study consumer behaviour since the mid-1960s (Jacobs, 2003:49; Robertson, 1967:14-19). This theory has been implemented successfully in studying acceptance of products, services, practices and ideas (Martinez, Polo & Flavian, 1998:324; Robertson, 1967:14). This model was used for studies on acceptance of IT (Information Technology) services as well as studies of online purchases (Martinez *et al*, 1998; Eastlick & Lotz, 1999; Jacobs, 2003; Mustonen-Ollila & Lyytinen, 2003; Moore & Benbasat, 1991). Studies have examined consumers' acceptance of fashion and their decision-making process regarding apparel products (Sproles & Burns, 1994; Brannon, 2000). One study was found that explored online apparel purchases in South Africa (Jacobs, 2003). This indicates the relevance of this theory to research into the fashion retail industry and related innovative products and practices. A description of the diffusion of innovation theory as developed by Rogers follows.

2.3.2 Description of the diffusion of innovation theory

Rogers developed the diffusion of innovation theory to describe how consumers make a decision to adopt or reject an innovative product, idea or practice, and how this innovation is then communicated through certain channels over time among members of a social system, hence the term “diffusion of innovation” (Rogers, 1995:6). In other words, the process reflects consumers’ reactions to an innovation over a period of time (Brannon, 2000:39).

a) Elements of the diffusion of innovation theory

All the elements, namely communication channels, social system, time and innovation, are briefly discussed for the sake of comprehensiveness.

- Communication channels

Communication is the exchanging of information from one individual to another with the aim of reaching a mutual understanding of a phenomenon (Plug, Meyer, Louw & Gouws, 1986:155). Diffusion is a unique type of communication by means of a message, specifically about a new idea (Rogers, 1995:6). The novelty involving the new idea causes uncertainty within the communication, as individuals are unable to anticipate, and therefore require information. This message or information is transferred through a communication channel. Communication channels can take the form of interpersonal channels (communication between individuals) or mass media (through newspapers, magazines, radio, television or the Internet) (Rogers, 1983:17-18; Schiffman & Kanuk, 2000:419-420).

Pop-up retail relies mainly on guerrilla marketing and word-of-mouth marketing (interpersonal channels) as informative devices for this practice. These channels develop into mass markets as the messages spread to a large audience in a relatively short period of time.

- Social system spread

The diffusion of innovation spreads within a certain environment or system, namely the social system (Sproles & Burns, 1994:80). This environment influences the transfer of information about the innovation, for instance, the exact news spread about the opening of a pop-up store will depend on the consumer transferring the message to other consumers, as well as the location in which it takes place.

- Time

Time is another important element in the diffusion of an innovation. The diffusion process follows a pattern over a period of time. The speed with which the innovation is distributed, as well as the speed with which the consumer accepts the innovation, is influenced by the

purchase time (time between awareness and purchase), adopter categories (innovators, early adopters, early majority, late majority and late adopters) and rate of adoption (how long it takes for an innovation to be adopted) (Schiffman & Kanuk, 2000:424; Rogers, 1995:20). Of these influences, only the adopter categories, with specific focus on innovators, will be examined in this study.

- The innovation

As was defined above, an innovation is any product, idea, practice or object that can be seen as new by an individual or a group of consumers (Rogers, 1995:11). An innovation exists to the extent that the potential adopter finds it new or unlike any other product or service (Warford, [n.d.]:5). The innovation in the present study is pop-up retail. Given these basic elements of the theory, the adoption process will subsequently be discussed.

b) Adoption process

The term “adoption” refers to the psychological decision-making processes of individuals. Five decision-making stages have been identified before adoption of an innovation occurs (Rogers, 1995:161).

Stage one refers to the first contact with the innovation, in other words, being exposed to the innovation. The individual subsequently gains some understanding of how it functions and forms knowledge on the innovation. During this stage the consumer refers to prior conditions or previous experiences from which information can be applied.

In the second stage, the persuasion stage, the consumer develops either a positive or a negative attitude towards the innovation. During this stage, the consumer actively seeks general and specific information about the innovation. Attitude is affected by perceived risks and consequences of adopting and using the innovation. Perceived risk is the amount of uncertainty and consequences a consumer has to deal with after a purchase (Foxall & Goldsmith, 1994:57). By evaluating the uncertainty, the consumer then makes the decision to adopt or reject the innovation, based on positive motivations towards the innovation or negative motivations driving the consumer away from the innovation. This is referred to as decision-making, the third stage.

In the fourth, the implementation stage, the consumer takes action. For instance, the consumer will either visit the store or ignore the store and pass it by. Before adopting an innovation, consumers will also try to reduce the uncertainty involved and will first try out the innovation on a partial basis. Implementation confirmation then takes place. During this stage, the consumer seeks support for the decision already made (Rogers, 1995:161). It is

important for consumers to know whether the correct decision was made because it will affect and guide future behaviour towards the innovative practice. It is evident that the adoption process puts a lot of focus on gathering information to decrease the uncertainty of the outcome. During all these stages, different factors may influence the consumer's decision regarding the innovation.

c) Influencing factors

The diffusion of innovation theory posits that consumer intentions toward and acceptance of different innovations may vary. Characteristics of an innovation, as well as characteristics of the consumer, will influence acceptability and consumers' behaviour towards an innovation.

- Characteristics of an innovation

There are six identifiable characteristics of an innovation, as stated by Rogers:

- (a) Perceived risk (the amount of risk experienced when a consumer has little or no experience of an innovation);
- (b) Relative advantage (the degree to which consumers perceive an innovation as superior to existing alternatives);
- (c) Trialability (the extent to which a consumer can try out an innovation without having to commit fully);
- (d) Observability (the degree to which the positive effects of an innovation can be seen by others);
- (e) Complexity (the degree of difficulty of an innovation regarding previously known alternatives);
- (f) Compatibility (the ease with which the innovation fits into a consumer's current lifestyle or situation).

Pop-up stores are unique in nature and not well-known among South Africans. Most consumers in South Africa have therefore never been exposed to a pop-up store and thus do not have any knowledge of pop-up retail. Perceived risk is an influential characteristic of an innovation that might impact the behaviour of consumers towards an innovation. This characteristic however does not apply to the current study and will not be considered as impulsive intention doesn't allow proper time for measuring the amount of risk taken before a decision is made. Evaluation will only take place after the behaviour occurred and serve merely as a post-behavioral evaluation that might consequently only influence the next similar shopping situation. Other aspects will be discussed in more detail in **Chapter 3** with its application to pop-up retail.

- Characteristics of the consumer

There are three sets of characteristics of the consumer that influence the behaviour of the consumers towards adopting an innovation: socio-economic characteristics, personality variables, and communication behaviour of the person (Rogers, 1995:161). These characteristics affect the time (how early in the consumer's life) and rate at which an innovation is adopted. According to Rogers, consumers may be categorised according to their time and rate of adoption, resulting in the following categories: innovators, early adopters, early majority, late majority and late adopters. Innovators are the first consumers to try out a new innovation, followed by early adopters, who are usually informed by the innovators, then the early majority adopts the innovation. These three groups represent about half of the adoptions of an innovation. The late majority consumer buys the product after it has been widely accepted among other consumers, whereas the late adopter consumer is the last group to adopt an innovation. The present study will focus on factors that may affect the behaviour toward pop-up retail of young South African consumers, who are most likely to fit into the innovators category as innovators are considered more educated, higher in social status and younger than later adopters (Shimp, 2003:164).

Applying the diffusion of innovation theory, the present study focuses on the role of the characteristics of the consumer, only as portraying innovativeness, and the innovation, pop-up retail (i.e. relative advantage, trialability, observability, complexity and compatibility) in intended impulse behaviour towards pop-up retail. **Figure 2.1** illustrates the variables from Roger's diffusion of innovation theory that are examined in the present study.

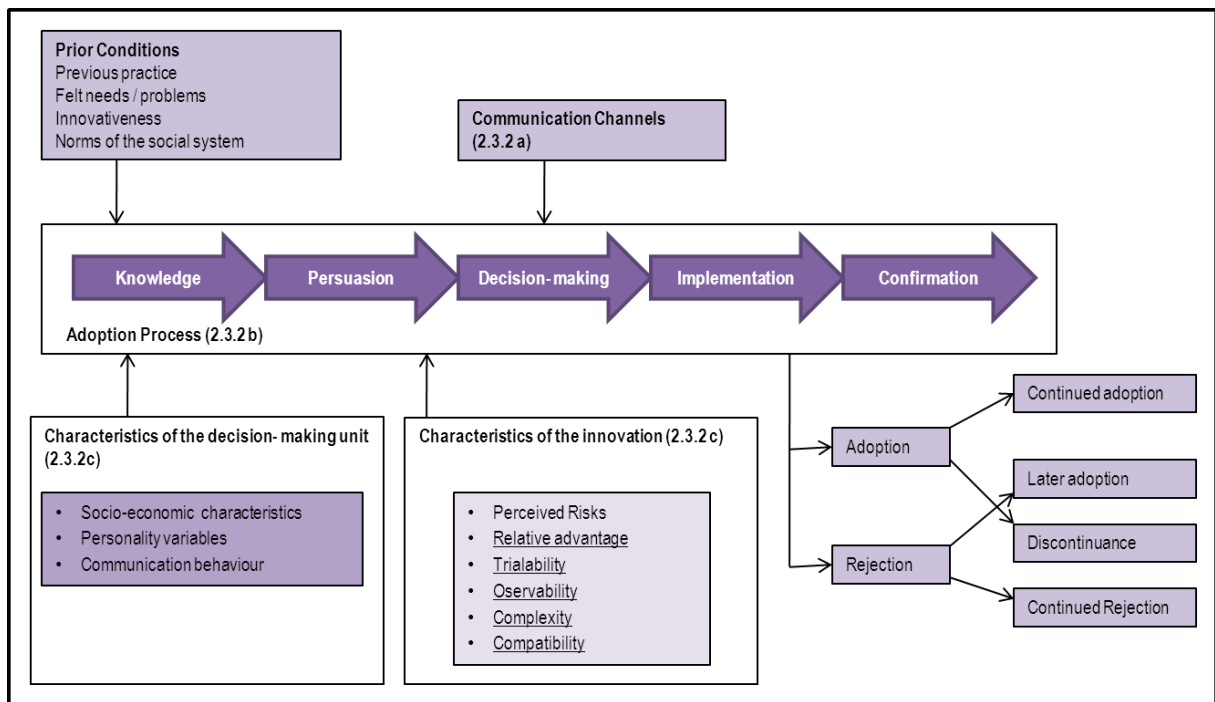


FIGURE 2.1: INNOVATIVE DECISION-MAKING MODEL (Rogers, 1995:163)

2.4 IMPULSE INTENTION IN CONSUMER BEHAVIOUR

Consumers following a traditional buying behavioural pattern go through an extensive problem-solving process that starts with a need or problem recognition, followed by the consumer searching for valuable information. After information has been gathered, the consumer weighs the different options, chooses the best one and makes the purchase. This process ends when the consumer evaluates the whole process (Janse van Rensburg *et al*, 2005:2). During impulse behaviour, consumers do little thinking before they react.

Rook (1987:189) defines impulsive buying behaviour as a sudden awareness of stimulus, followed by excitement and or pleasure, and an eventual irresistible urge to buy. Bayley and Nancarrow (1998:99-114) define impulse behaviour as explosive, extremely interesting, complex and hedonic. Traditional steps, such as information search processes, are usually omitted when impulse behaviour is involved, making it a much speedier process than the usual buying behavioural process. Consumers recognise a problem or need, then develop a desire, and a decision is quickly made (Kim, 2003:9). Evaluation occurs after, not before, the purchasing decision.

The term “behaviour” implies that a consumer acts in a specific way, such as visiting a specific store or buying a specific product. Each individual is daily faced with numerous choices and also responds to them differently, resulting in different outcomes. These responses form part of a backdrop against which future behaviour can be measured. However, it does sometimes happen that a consumer has no previous experience in a certain field, for instance in buying a new product or visiting a new store. In such instances, consumers rely on previous experiences that reflect some situational similarities. Consumers visiting a new store will therefore measure or visualise the outcome of their experience of that store by rethinking how visiting similar stores had turned out. Or consumers investing in new products may think of similar products and the process followed in order to choose them. This is termed “an intention”. Intention refers to the subjective probability of one’s engagement in any behaviour (Kwong & Lee, 2002:3). Intention towards behaviour influences actual behaviour. Intentions are therefore predictive of actual behaviours (Eastlick & Lotz, 1999:209-223). Impulse intention, for this study, can be defined as a sudden stimulus, followed by excitement and or pleasure, leading to an irresistible urge to react spontaneously.

2.5 IMPULSE BUYING BEHAVIOUR MODEL

2.5.1 Suitability of the impulse buying behaviour model for the present study

Impulse purchases are critical to a retailer’s profit. For instance, most shoppers occasionally engage in impulse buying (Welles, 1986, under heading “We’re in the habit of impulse buying”). Nichols, Roslow, Kranendonk and Mandakovic (2001:87-103) found that half of mall shoppers purchased on impulse, and findings by Bellenger, Robertson and Hirschman (1978:15-18) reveal that over one third of all department store purchases are made on impulse (Dawson & Kim, 2009:20).

The impulse buying behaviour model developed by Kim examined college students’ apparel impulse buying behaviours in relation to visual merchandising. The sample and apparel-specific nature of Kim’s study relates to the present study. He developed the model of impulse buying behaviour in which he indicates the influence of various factors on impulse behaviour, as well as the process consumers follow when acting on impulse.

Kim's (2003) study is relatively new and no other study could be found that used this model as a perspective, probably due to its newness and limited apparel studies focusing on impulse behaviour. However, its appropriateness to this study cannot be denied.

2.5.2 Description of the impulse buying behaviour model

Impulsivity is described as acting without adequate consideration. It comprises spur-of-the-moment reactions with a goal of getting things done quickly and taking risks (Park, 2002:8). Impulse purchases occur in a short period of time without prior plans having been made by the consumer. For this reason, need recognition, pre-purchase information searching and evaluation of possible alternatives, which usually occur in the consumer buying behaviour process, are omitted when it comes to impulse behaviour. Kim (2003:8) stated that impulse purchases are not the result of a specific search to satisfy specific needs, but that the deed can result in satisfaction from the act of shopping itself. Such purchases are incidental to the speedy process and nonetheless still provide enjoyment to the consumer, as supported by research that found that consumers convey favourable evaluations of their impulse behaviour (Hausman, 2000:406; Rook, 1987:189).

a) Impulse buying behaviour process

The traditional consumer buying process includes five steps, starting with a need recognition that motivates consumers to search for information, after which they evaluate the alternatives, make a purchasing decision, and end the process with a post-purchase evaluation that may have an impact on future purchases (Kim, 2003:6). Unlike this planned purchase theory, impulse buying is triggered by stimuli in the retail setting, which create product awareness for the consumer. This is the first stage in the impulse buying process: (1) awareness or notification. The speedy process allows no time to search for alternatives or sufficient information, but creates an immediate desire for that product within the consumer, which constitutes stage two: (2) create a desire. This creates a feeling of an irresistible urge to buy, regardless of the consumer's prior intentions. Evaluation only takes place after the third stage: (3) purchase, and not during any other stage of the buying process. The consumer may only experience positive or negative consequences by the fourth stage: (4) post-purchase evaluation, after an impulse buy. The negative consequences are often limited to the product itself, and research has shown that consumers remain satisfied with the purchase or the action on impulse (Kim, 2003:9-10).

b) Influencing factors

During a shopping trip, consumers are usually influenced by the characteristics of the situation, the circumstances and the surroundings. These influences include physical

surroundings, social surroundings, time, task, monetary conditions and momentary moods. In Kim’s study, he classified these influences as internal factors (moods or emotions, hedonic desires and consumer innovativeness) and external factors (exterior store design) with regard to the impact on the impulse intentions of consumers (Kim, 2003:7-8). **Figure 2.2** indicates the focus areas in this study.

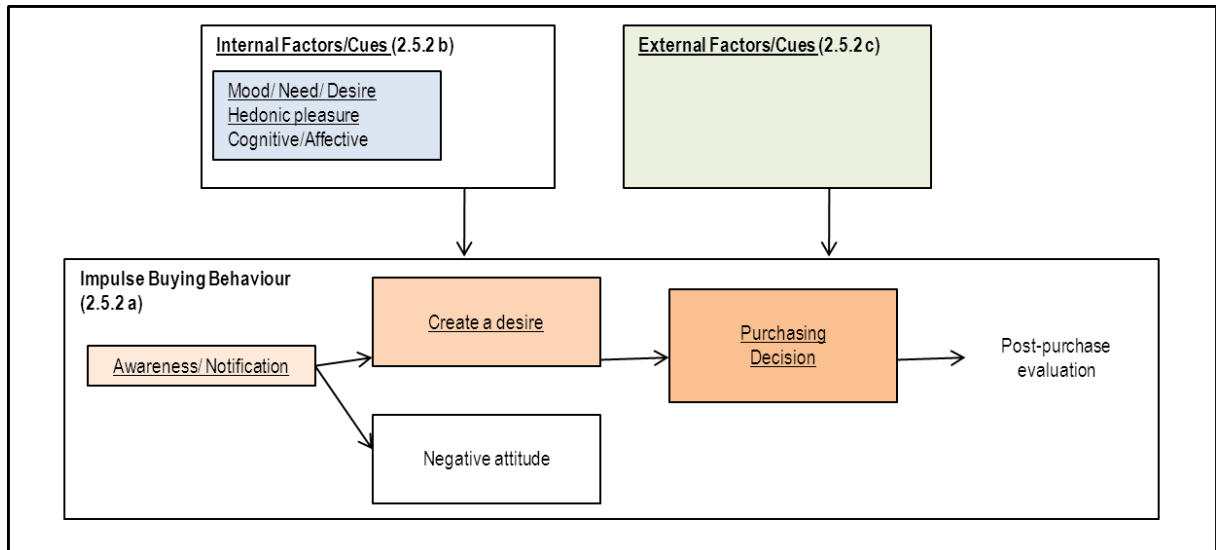


FIGURE 2.2: IMPULSE BUYING BEHAVIOUR PROCESS (Kim, 2003:9)

The application of both models, the diffusion of innovation theory as well as the impulse buying behaviour theory, are indicated and explained in depth below.

2.6 APPLICATION OF THE DIFFUSION OF INNOVATION THEORY AND THE IMPULSE BUYING BEHAVIOUR THEORY TO THE PRESENT STUDY

One of the focal points of Rogers’ theory is the adoption process a consumer goes through in order to accept or reject a new idea – in this case, pop-up retail. The adoption process is an information-seeking and information-processing activity in which a consumer obtains information to decrease uncertainty about the outcome of an innovation, making the adoption process very time consuming (Rogers, 1995:20). Because of the temporary nature of pop-up retail, consumer intentions toward visiting a pop-up store is seen as an impulse rather than as reflecting the information-seeking adoption process. Retailers also do not advertise the opening of these stores intensively and information on what to expect in these stores is kept secret to some extent so as to offer something surprising and novel to consumers. If consumers have too much information about a product and store, they can competitively

shop for it at another retailer and thereby eliminate the element of novelty and the need to explore (Gilmore, Margulis & Rauch, 2001:209). The information search process among consumers concerning pop-up retail and its whereabouts will therefore be rather limited than extensive. The five-stage adoption process is therefore replaced by a four-stage impulse intentions process, which is adapted from the model of impulse buying process developed by Kim (2003:9).

The term “behaviour” is appropriate to use when consumers’ actual actions and outcomes can be measured by a specific shopping event, or a range of such events. For instance, if a pop-up store appeared somewhere in South Africa and, based on the consumers’ visits to the store, the relevant actions of consumers are examined and explained, it would qualify as behaviour. Pop-up retail’s scarcity in South Africa and the currently limited appearances motivated the researcher to investigate consumers’ intentions rather than their behaviour. Consumer intention to behave is an important concept as it is the best estimate of future behaviour available to market research (Goldsmith, 2002:22). The term “intention” is therefore preferred to the term “behaviour” because intention is predictive of behaviour.

Rogers’ five-stage adoption process is therefore not applicable and is replaced by a four-stage impulse decision process that may interpret the intentions towards pop-up retail more effectively. Although the different stages (awareness or notification, creating a desire and decision-making) are used by Kim with the outcome of consumer purchase, the focus in the present study will be only on consumers’ desire to visit a pop-up store or a negative feeling of not visiting it, as the purpose of pop-up retail is not necessarily to get consumers to buy, but rather to visit and so participate in the pop-up retail experience.

Impulse intention towards visiting pop-up stores is driven by a four-stage decision process. Impulse behaviour, unlike planned behaviour, begins with awareness or notification of the innovation (Kim, 2003:10). When awareness is created, the consumer develops either a desire to visit the store, or a negative feeling toward visiting it. The process then follows with the decision on visiting the store or not. An explanation of the three stages in this study follows.

Stage 1: *Awareness or notification:* According to the study done by Kim (2003:1), consumers buying on impulse usually do not set out with a specific purpose of purchasing certain items or visiting certain stores. Impulse buying occurs when consumers develop a sudden urge to do so, influenced by internal states and/or external factors.

Awareness of pop-up stores is created through communication by the retailer or other consumers (e.g. word-of-mouth messages by the retailer or other consumers). Notification, in this case, refers to the unexpected confrontation with pop-up retail. This occurs when the consumer comes across the store and takes notice of it when heading somewhere else. This awareness or notification exposes the consumer to stimuli which creates a desire within the consumer.

Stage 2: *Create a desire:* Consumers are confronted with unexpected needs or desires because of the awareness or notification. These needs are formed when the consumer experiences an urge to satisfy dormant needs, which could be fulfilled by visiting the store. The consumer then decides to visit the store or not.

Stage 3: *Decision to visit the store or not:* Consumers who decide to participate in the excitement of pop-up retailing make an immediate, on-the-spot decision to do so. Once in store, the consumer is allowed to browse and observe what the store is all about. Browsing offers the consumer the opportunity to examine the products and services offered, without an immediate intention to buy. Once browsing, the likelihood of experiencing other impulse urges (purchasing products if that specific store allows it, taking part in store activities etc., depending on what that specific pop-up store offers) is increased and consumers might feel even more encouraged to participate in store experiences. Consumers' impulse intentions in relation to pop-up retail can therefore be defined as a response after being confronted with stimuli in the pop-up retail setting which provokes a desire that ultimately motivates a consumer to enter the store and take part in the shopping experience.

The conceptual framework developed for this study is presented next in order to supply a more comprehensive approach to what may be expected in this study.

2.7 CONCEPTUAL FRAMEWORK AND SYNOPSIS

The following conceptual framework was developed through adapting the impulse buying behaviour process of Kim (2003:9) and adapting the diffusion of innovation decision process of Rogers (1995:163), to suit the purpose of this study.

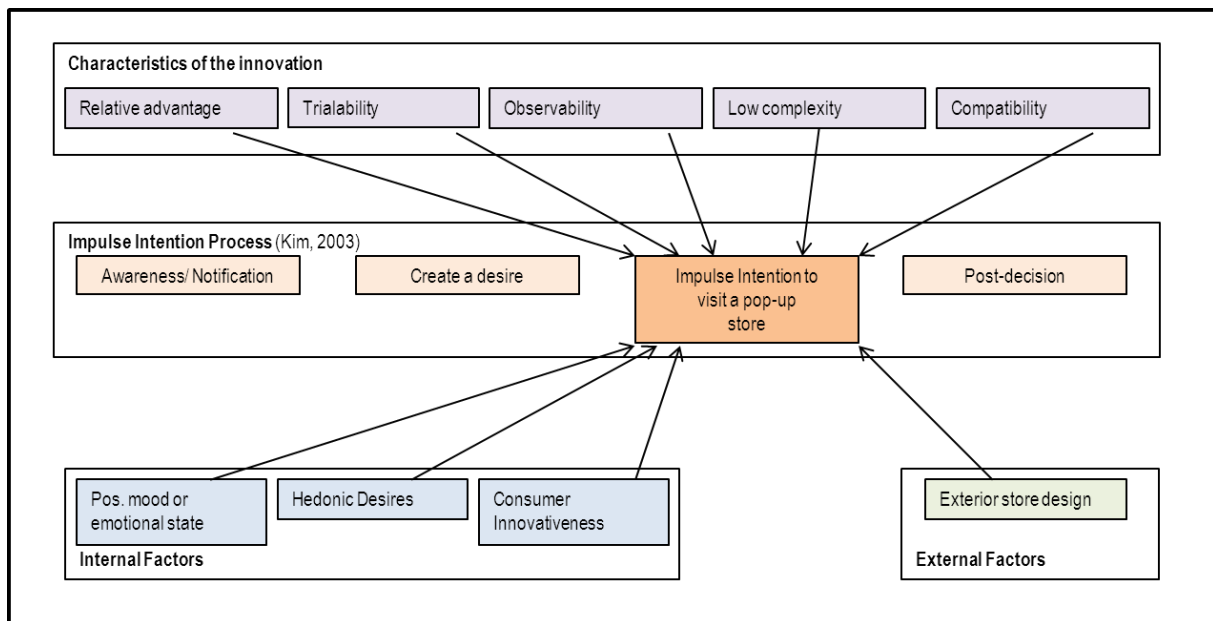


FIGURE 2.3: CONCEPTUAL FRAMEWORK (adapted from Rogers (1995:163) and Kim (2003:9))

The conceptual framework shows that this study focuses on the impulse intentions process of consumers in their spontaneous decision to visit a pop-up store or not. A description to fit these actions can be defined as "the process through which an individual passes from awareness or notification of an innovation, to creating a desire, leading to a decision to visit the innovative store or not". As mentioned before, only the first three stages are determining factors for impulse intentions in this study.

Although adoption is not the main focus, the influencing factors (characteristics of the innovation and consumer) identified by Rogers (1995:163) are important in studying behavioural intentions towards innovative products or practices. It is clear from the model that the characteristics of pop-up retail as an innovation will directly influence the consumer's decision to visit the pop-up store or not. Perceived risk is also an influential characteristic of an innovation that may have an impact on the behaviour of consumers towards an innovation. This characteristic, however, does not apply to the current study as impulsive behaviour does not allow proper time for measuring the amount of risk taken before a decision is made. Evaluation will only take place after the behaviour and will serve merely as a post-behavioural evaluation that might consequently influence only the next similar shopping situation.

According to Kim (2003:16-17), internal factors (conditions within the consumer) and external factors (aspects relating to the retail setting), influence a consumer's impulse intentions. The internal factors examined in the present study are:

- Mood or emotional state;
Emotion affects unplanned purchases and may lead to especially fashion-oriented impulse buying when shopping (Burns & Neisner, 2006:53; Ko, 1993).
- Hedonic desires; and
Impulse intentions increase when consumers are motivated by non-economic reasons (Hausman, 2000:413).
- Consumer innovativeness (also identified by Rogers as those characteristics of consumers that will influence behaviour towards an innovation);
Innovators are venturesome, the first people to adopt an innovation and have the capacity to cope with high levels of uncertainty and risk taking. Impulsivity has a positive relationship with the amount of risk taking (Park & Stoel, 2002:4).

External factor included is:

- Exterior store design.
Impulse intention are stimulus driven and external factors serve as an activator of stimulus that increase the likelihood of impulse intention (Dawson & Kim, 2009:22).

2.8 CONCLUSION

The conceptual framework above indicates all the relevant concepts as adapted from the theoretical perspectives, the diffusion of innovation theory and the impulse buying behaviour model. This framework will form the basis for the literature review in **Chapter 3**, where all the necessary concepts will be defined, discussed and directed towards the hypotheses developed for this study.

CHAPTER 3: LITERATURE REVIEW

3.1 INTRODUCTION

This chapter provides an overview of the relevant literature. Important concepts in the conceptual framework are defined and discussed in depth. The aim is to provide a concise background and justification for the hypotheses developed for this study.

In the first section of this chapter, a thorough description and overview is given of pop-up retail. Thereafter, based on the diffusion of innovative theory by Rogers (1995), the characteristics of pop-up retail (relative advantage, trialability, observability, complexity and compatibility) are discussed in the context of an innovation. The second part of the chapter consists of an explanation of the internal and external influences, as set out in Kim's (2003) article on impulse buying behaviour, which may have an impact on consumers' decisions to visit pop-up stores. The internal factors are discussed according to mood or emotional state, hedonic desires and consumer innovativeness. External factors influencing consumers' decisions to visit pop-up stores will be discussed in terms of exterior store design.

Not only is a literature review important to ensure that one does not accidentally merely replicate a previous study, but it helps to discover the most recent, valid theories on the subject. It furthermore indicates the most widely accepted empirical findings in a field of study. A literature review should also help in defining the key concepts of a study (Mouton, 2001:6).

3.2 THE POP-UP RETAIL CONCEPT

Pop-up retail can be defined as "marketing environments that are highly experiential, focused on promoting a brand or product line, available for a short time period, generally situated in smaller venues which allows for more face-to-face dialogue with brand representatives, which is a top factor attracting people to the experience" (Gordon, 2004:134). In essence, a pop-up store is a venue that is temporary where the space can be used for selling products on the one day, and, for example, may be used to host a cocktail party or event the next day.

Pop-up retail is an idea or mindset that allows a retailer to create a unique environment that engages their consumers (through offering entertainment and activities wherein they can participate), as well as generate a feeling of relevance (through meeting their needs) and interactivity, allowing them to learn, try and observe what a brand has to offer in terms of products and services (Smith, 2009).

3.3 THE EMERGENCE OF POP-UP RETAIL

It is said that pop-up stores originated from the concept of trunk shows held during the 19th century (Cooke, 2008:1). Trunk shows are still available today and form part of the fashion buying process. During trunk shows, designer goods are made available to a specific selection of clientele, in venues that are more convenient for clients to visit instead of visiting the original studio of the designer. Designers often attend trunk shows of their own products and are available for discussion and questions, and in doing so, make it a very exclusive experience (Cooke, 2008:1). Like trunk shows, pop-up stores are a way of taking your selection of exclusive products to the consumer. Retailers make use of locations or venues close to their consumers in order for the retailer to quickly set up, remove or relocate their pop-up stores. For this reason some consumers also refer to a pop-up shop as a “shop ‘n go” (Rockswell, 2011:1). These stores often pop up to offer an exclusive experience to consumers, without the intention of generating sales (OPEN TEXT CORPORATION, 2008c:2). Most of these stores are attended by knowledgeable brand representatives, who are highly informed about all products and are focused on providing a superior service experience (Portas, 2010:1), and in some cases by designers, who aim to interact with consumers. This offers consumers the opportunity to ask questions as well as gain hands-on experience with a brand, and in doing so, allows for more intimacy with the brand and interaction with the retailer (Clow & Baack, 2012:282). In turn, this interaction is also beneficial to retailers because they will gain insight from consumers on their thoughts and feelings towards products, services and situations offered by the retailer. The main objective is brand exposure combined with a favourable consumer shopping experience.

Pop-up stores are also characterised by the fact that they may open in vacant retail spaces for a limited time only. This aspect of pop-up retail was derived from the traditional method followed by discount stores to take advantage of empty retail units as a means to sell their end of line merchandise (Barr, 2008:under the heading: “The pop-up shop phenomenon”). Although similarities exist between pop-up retail and previously known trade shows, pop-up stores are however significantly different in the sense that the situation in which pop-up

stores operate (location, merchandise, venue), is constantly changing and innovative, and allows no prediction of what to expect, as each store is unique. This causes great excitement because of the secretive nature of what is about to happen. Pop-up stores are often set up in big shipping containers, while vending machines, tour buses, garages, skyscrapers and other innovative venues have also been part of this new trend (OPEN TEXT CORPORATION, 2008c:1-15). These settings are revamped into fashion-forward venues, decorated by graphic artists and turned into shopping venues that offer a unique experience to consumers. Pop-up stores attempt to evoke an experience that is limited, current and discovery-driven. It entails the selling of products, exposing of brands and the supplying of information along with a theatrical experience where “spectacle comes first” (OPEN TEXT CORPORATION, 2008c:1). It is a blend of traditional retailing with event marketing.

3.4 OPERATION OF POP-UP RETAIL

Pop-up retail fits right into the entertainment and experience economy, surprising consumers with temporary performances (Internet: Pop-up retail, 2008:1). The existence of these stores do not allow a consumer to develop a store-specific, long-term loyalty. In such instances, where commitment is low, consumers’ experience with a store is fundamental (Foxall & Goldsmith, 1994:32). These stores are unique in nature and aim at providing entertainment for the consumers visiting it. Pop-up stores offer a variety of customer engaging activities, ranging from allowing consumers to design their own flip-flop shoes to taking part in competitions or betting on products, which can result in a total experience for the consumer. Pop-up retail taps into the trend of so-called “massclusivity”, where exclusiveness is no longer associated with being expensive, but rather with appealing to consumers with a sense of discovery and buying something that no one else may have – “... that is the best kept secret in town” (Benigson, 2008:2). This means that the venue need not be glamorous, expensive or portray a posh image. The temporary nature provides exclusiveness in a sense that each pop-up store is unique and if you skip one, you miss out.

Pop-up stores that aim at generating sales offer products that differ from those in traditional retail stores, which contributes to a feeling of social prestige through gaining something that others do not have. Consumers view clothing as status symbols. A status symbol is a symbol of one’s status in society and is measured through one’s possessions (Janse van Rensburg *et al*, 2005:2). A study done by Rademeyer (1999:3) on South African consumers indicated that a car is the most important product supplying status to a person, followed by clothing. People dress to fit their self-image. Members of different social classes differ in terms of what

they consider to be fashionable (Janse van Rensburg *et al*, 2005:4). Innovators seek novel products and are fashion conscious (Foxall & Goldsmith, 1994:40). Innovativeness has also been found significantly related to new apparel purchases (Goldsmith, Freiden & Eastman, 1995). Hence, innovators want to visit pop-up stores in order to obtain products that other consumers do not yet have and possibly would never have, and use these products as status symbols to represent their own adopter category.

These stores do not necessarily sell products at a retail outlet, but offer the customers the opportunity to try on and order products they are interested in. This is a great channel for quickly introducing new products to the market, increasing sales at existing stores, creating brand awareness among consumers, and offering Internet customers the opportunity to fully experience and have exposure to the products they offer (OPEN TEXT CORPORATION, 2008c:1-15).

Pop-up retail is also used as a method of brand dissemination across international markets. It offers an easy platform for retailers to introduce a product to another market segment with the aim of increasing the enterprise's market share. This is done by running a pre-test, which is a cost-effective way of making use of tentative assets that can result in obtaining valuable consumer information. Uniqlo, a Japanese fashion brand, successfully used a pop-up shop for their purpose of moving shipping containers stacked with clothing around New York City, giving consumers a clear message that they were literally coming from Tokyo to New York to offer their apparel products (Gogoi, 2007:1).

Accordant with the nature of these stores, which are modern and trendy, retailers also do not rely on traditional methods of advertising the opening of these stores. Opening of pop-up stores are usually announced through word-of-mouth and online messages in order to assure that it offers an unexpected and exclusive edge (OPEN TEXT CORPORATION, 2008c:5). Marketers dynamically participate in the word-of-mouth process, which is referred to as "creating buzz". They proactively influence what consumers say about their brand (Shimp, 2003:169). Creating buzz can be seen as one of the most effective ways to kick-start viral marketing for a business. This forms part of word-of-mouth communication by transferring marketing messages in the way that viral diseases are transferred from one person to another via social networks (Bay *et al*, 2008:448). Viral marketing is characterised by the fact that it presents information on new products or services with effortless transference to others. It scales easily from small to very large in the same way as viral diseases, and it exploits common motivations for using the innovation (Koekemoer, 2011:233). It is also a more reliable form of marketing because consumers tend to believe that messages coming from other consumers are more credible than when it comes from

retailers. These characteristics justify the use of alternative advertising techniques for pop-up retail.

In essence, pop-up retail provides a platform for retailers to differentiate themselves by varying or increasing their product assortment and offering exclusive experiences when and where consumers might want to shop. With reference to the above-mentioned elements of pop-up retail, it seems that they assist in reaching numerous retailer objectives, including:

- Increasing local and global market shares
- Introducing new products to the market
- Market segmentation and target marketing
- Increasing consumer satisfaction
- Exposing products from Internet stores
- Increasing sales or getting rid of excess stock

Pop-up retail is currently a global marketing trend. It is also predicted that it might go beyond a trend, and might even be incorporated as an established part of business marketing techniques (Sutter, 2006:2). Pop-up stores, although temporary, also hold long-term benefits for retailers, as is evident from a Nike store in Shoreditch. This store was opened on the side street of a railway arch and was originally planned to be open only for the duration of the Olympic Games of 2008. However, the pop-up store was so successful that it had to extend its lifespan, as people were demanding more of the exclusiveness offered (Cowan & Potter, 2009:1). Pop-up retail can be seen as a strategy, which can be implemented throughout the lifespan of a business' marketing plan and not only as a once-off project.

For effective use and implementation of this strategy a thorough understanding is needed of what it entails and how it will affect the shopping intentions of South African consumers. As stated in previous chapters, pop-up retail is still an innovation in South Africa and therefore it will display innovative characteristics, as set out by Rogers in his diffusion of innovation model. These characteristics are explained below, in the context of pop-up retail, to indicate the influence it will have on a consumer's intentions to visit a pop-up store.

3.5 CHARACTERISTICS OF POP-UP STORES AS AN INNOVATION

Because of the novelty, pop-up retail is considered to be an innovation, and therefore characteristics of this innovation will influence its acceptance by consumers. The

characteristics are relative advantage, trialability, observability, complexity and compatibility (Rogers, 1995:226).

3.5.1 Relative advantage

Relative advantage refers to the degree to which a product innovation is perceived as better than existing alternatives (Shimp, 2003:157). The degree of relative advantage can be measured on the basis of economic terms (price comparisons with competitors) as well as social prestige and satisfaction (degree of need satisfaction for consumers) (Rogers, 1995:15). Relative advantage is seen as the most important dimension of innovation characteristics contributing to apparel purchase behaviour (Forsythe, Petee & Kim, [n.d.]:10).

Wolny (2007:3101) has done research dealing with apparel and stated that relative advantage is dependent on the perceived costs and benefits of a product or service in relation to other product or service alternatives. Wolny (2007:3103) identified benefits from a product, service or idea that can offer relative advantage to consumers. Pop-up retail offers the key benefit to provide favourable consumer experiences that are better than standardised alternatives, such as gift wrapping and shop assistance, which are normally offered in traditional retail settings. Pop-up retail aims at providing consumers with different experiences in a retail setting, for example, to engage, mesmerise and entertain consumers at no additional cost. These innovative shopping experiences range from allowing consumers to receive free image consultation to receiving exclusive freebies, getting a sneak-preview of an upcoming clothing collection, being able to meet celebrities and the designer of the range, and many other innovative activities and benefits, depending on the nature of the store. Shopping at pop-up stores can be regarded as more interesting than shopping at regular retail stores.

Another competitive advantage yielded by pop-up retail is social status. One of the motivations for individuals to adopt an innovation is enhanced social status, which is enhancement to the position in a person's reference group (Tornatzky & Klein, 1982:37). Consumers visiting pop-up stores may feel that they have gained social prestige by being able to visit the store during its limited availability and to have been informed on where and when it was going to pop-up, while others have missed out on the opportunity. A consumer visiting a pop-up store said the fact that one knows the store will only be available for a limited period, made her feel that it was unique and something that she could not find anywhere else. This was also her motivation to buy from pop-up stores because she said she knew that if she did not right away, she might not ever get it anywhere else and she would own a product that most other consumers would not be able to get hold of (Keller,

2011:2). The products offered in these stores are mostly limited edition stock which consumers will not be able to find at other places. Owning these limited products creates a feeling of prestige and social accomplishment. According to Rogers (1995:214), for innovations such as new clothing fashions, the social prestige that the innovation conveys is the most significant benefit that consumers receive.

Pop-up stores are also sometimes used to preview a new range of products before their sale to the general public, allowing customers visiting pop-up stores to see the products before anyone else. Colette, a Paris-based retail store, is such an example (OPEN TEXT CORPORATION, 2004:1). This store opened a pop-up shop for consumers to purchase cutting-edge items before they were stocked in traditional stores, while at the same time allowing consumers to meet celebrities like Kate Moss and Dallas Austin (Baran, 2006:2) – another relative advantage that is not to be found in traditional retail stores.

Pop-up stores attract innovative consumers who are curious about the products that are in store, because merchandise offered in pop-up stores differs from merchandise available at other retail outlets, and would therefore most likely attract consumers who seek novel products. As soon as a large number of people adopt a trend or fashion, it loses prestige and the innovator will start looking for a new fashion or trend (Rogers, 1995:214). Pop-up retail assures consistent introduction to new products and fashion because of limited availability, and unique venues and experiences promise to keep the attention of innovators. If experiences like these can be maintained and periodically refreshed, it can lead to favourable assessments that can be maintained indefinitely (Kolesar & Galbraith, 2000:432). A product, service or idea that has advantage over similar offerings, like pop-up retail, is a motivation for a consumer to develop a desire for it and motivates the consumers to visit the pop-up store. Therefore, the following hypothesis is proposed:

H1a: Relative advantage is positively related to consumers' impulse intention to visit pop-up stores.

3.5.2 Trialability

Trialability refers to the extent to which an innovation can be tried on a limited basis prior to committing fully (Shimp, 2003:161). This characteristic is closely related to perceived risk, which is defined as the uncertainty consumers face when they cannot foresee the consequences of their decisions (Schiffman & Kanuk, 2000:53). Consumers spend time examining products where they have a high level of involvement, as frequently is the case with apparel. Examining through touch and trial are important strategies to reduce perceived

risk. Retailers who offer consumers trial opportunities, help them to gain confidence in their decisions whether or not to buy the products or services offered, or to explore a store without having to commit fully to its offerings (Kim *et al*, 2007:161).

During October 2008, Crown Royal Whisky opened a pop-up barber shop, Crown Royal Barbershop in SoHo (New York City), where consumers could receive free salon service. This shop was open seven days a week and gave consumers the opportunity to make use of their free services while trying out their new whisky (OPEN TEXT CORPORATION, 2008c:9). This pop-up store enabled them to create a relaxed atmosphere, which increased the probability that consumers would enjoy the experience of trying their whisky. A similar situation was also spotted at the SA fashion week during 2010, where consumers were offered free Lipton Ice tea while they were browsing, buying and exploring the latest fashion trends in a pop-up shop in Sandton. It offered Lipton a great platform to introduce their ice tea through offering trialability, while at the same time enhancing consumers' shopping experiences. The same objective can be found in the following example: In New York, the magazine "Self" opened a spa for one month where consumers could enjoy free makeovers, a relaxation area and a beauty consultation (OPEN TEXT CORPORATION, 2008c:9). The stores in these examples decrease consumers' perceived risk and address their objections by allowing them to interact with a product, service or brand.

Pop-up retail also provides a trialable advantage for Internet consumers. Although South Africans do not use Internet shopping as much as developed countries such as America and Europe, this sector plays a vast role in the South African retail industry. An online retail study in South Africa shows that consumers' spending on retail goods via the Internet has passed the R2-billion mark in 2010 and that the growth rate is 30% per year (My dream course, 2011:1).

Although Internet shopping is becoming increasingly popular, a major disadvantage is that it cannot allow consumers to experience the actual products. This is an even bigger concern with regard to apparel products. Consumers often avoid shopping for apparel products via the Internet due to the inability to examine and try on the items, and due to the uncertainty of the quality of the apparel (Park, 2002:5). Consumers who are shopping for apparel products like to physically examine the products to assess colour, size, design and fabric, while the fit of the product is also very important (Ha & Stoel, 2004:378). In a study by Burns (1997:1) on *The World Wide Web: Trialability difficulty in the diffusion of an innovation*, he identified trialability as the biggest obstacle in Internet retailing. Internet stores such as E-bay, make use of pop-up retail to increase their level of trialability, by opening show rooms where consumers can see the merchandise that they offer on the Internet. In doing so, they try to

overcome this barrier for consumers of not being able to examine, try and evaluate the quality of their products (OPEN TEXT CORPORATION, 2008c:7). These stores offer consumers the opportunity to test, try or view products without having to purchase or fully commit. It also enhances the Internet shopping experiences of consumers by addressing some of their concerns regarding Internet shopping, which results in better need satisfaction.

Products, services and stores that are “on trial”, mean that there is a time restriction attached. This limited trial offer motivates consumers to act immediately because they know the same experience may not recur. The trialability of an innovation, as perceived by consumers, is positively related to its rate of acceptability (Rogers, 1995:243). Pop-up retail relates positively to trialability as these examples have shown, and therefore the following hypothesis is proposed:

H1b: Trialability is positively related to consumers’ impulse intention to visit pop-up stores.

3.5.3 Observability

Observability is the degree to which the positive effects of pop-up retail on consumers, such as excitement and purchase of exclusive products, are visible to other people (Shimp, 2003:161). As soon as consumers can see other consumers using or following an innovation, it creates discussion. Discussion leads to new thinking and reinforcement and ultimately motivates a consumer to also make use of the innovation (Jones, 2009:1). Visibility stimulates peer discussion, which is a motivation for the use of pop-up retail’s viral marketing techniques. By listening to other consumers who have visited these stores, the listener gains reinforcement to visit the store. Pop-up stores are usually located where it is easily visible to consumers. Pop-up retailers therefore visually expose consumers to the effects that the store has on other consumers by creating a sense of excitement and desire to visit the store. Pop-up retail aims at motivating prospective consumers to visit the store as a result of involved peer discussions and the strategic placement of the store that enables consumers to “see for themselves”.

A good example of triggering observability among consumers is a vending machine selling sneakers in the middle of the busy Carnaby Street in London. By inserting money into the vending machine, and clicking on the size of a shoe, consumers are able to buy clearly branded sport sneakers in a matter of minutes (OPEN TEXT CORPORATION, 2008a:4). When the object of a reward is visible, consumers feel the urge to accept it instantly rather than to delay it. The immediate availability of products therefore often evokes impulsivity

(Park, 2002:33). Observing other people and sharing in the joy and excitement released during a purchase or only through a store visit, makes it socially acceptable for viewers and may enhance the urge consumers feel to also participate in the exciting experience that triggers impulse intentions. The following hypothesis was therefore proposed:

H1c: Observability is positively related to consumers' impulse intention to visit pop-up stores.

3.5.4 Complexity

Ha and Stoel (2004:379) found that relative advantage, trialability, compatibility and observability are positively related to the adoption of an innovation, while complexity is negatively related to its adoption. Complexity refers to the degree of perceived difficulty associated with an innovation (Shimp, 2003:160). The more difficult it is to understand and use an innovation; the slower is the rate of acceptability. Gottfredson and Aspinall (2005:10) discovered that consumers long for the perfect balance between innovation and complexity. Innovators have high optimum levels and prefer complex and information-rich environments. They welcome risk-taking and acquire new retail facilities because they are quickly bored in contexts that do not supply a certain level of arousal (Foxall & Goldsmith, 1994:134). One can therefore predict that innovators will not find the novelty of pop-up retail a complex notion at all, since they prefer such environments.

Consumers adapt more slowly to an innovation that requires them to develop new skills and understanding (Rogers, 1995:16). Pop-up stores are a smaller version of a real store with the same need-satisfying equipment (fitting rooms, mirrors and mannequins, depending on the type of pop-up store) to ensure that customers will find the store more approachable. Customer service is a key characteristic of pop-up stores. These stores are usually filled with knowledgeable brand representatives who can decrease any complexity by answering questions and interacting with consumers. This is a service that is nowadays most often lacking in traditional retail stores. This is confirmed by Portas (2010:1): "it is rare to find a shop assistant who takes pride in service and product knowledge these days." In a study done by Darden and Babin (1994:101-109), findings indicated that the service manner of shop assistants is the most important factor against which consumers measure a shopping experience. This means that consumers appreciate and utilise the services they offer. Pop-up retail enhances these experiences by supplying information sources that further decrease any chance of complexity in the innovation offered. In doing so, they aim to make the shopping experience and decision-making process easier. Empirically, it has been found that

shop assistants who provide information and show different alternatives, and who interact with customers stimulate consumers' impulse behaviour (Virvilaite *et al*, 2011:1331).

In many instances pop-up retail is even an upgrade of the original stores and is much more user-friendly, using the latest technology in introducing the products, store or services. It is focused on providing extensive information if needed to make a shopping experience easier and more enjoyable for consumers visiting it. Pop-up retail aims at making brands and products as easily comprehensible as possible, while offering something unique and innovative to supply consumers with the perfect balance between innovation and complexity. Innovations that are easy to understand has a faster rate of acceptance and may therefore enhance impulse reactions.

H1d: Low complexity is positively related to consumers' impulse intention to visit pop-up stores.

3.5.5 Compatibility

Compatibility refers to the degree to which an innovation is perceived to fit into a person's way of doing things. It is also defined as "the degree to which an innovation is perceived as being consistent with the existing values, needs and past experiences of potential adopters" (Rogers, 1995:15; Moore & Benbasat, 1991:195). A new product or service is therefore more compatible to the extent that it matches a past consumption practice of consumers (Shimp, 2003:158). Such compatibility helps consumers to give meaning to new ideas and to consider it as more familiar. Although consumers long for novel experiences, they also long for consistency in some elements of their experience. Previous practice provides standards against which an innovation can be measured in order to increase compatibility (Rogers, 1995:226). These may include elements such as allowing consumers to try on clothing, visual displays that enable the consumer to fully see and feel products, providing information on products and offering a variety that allows the consumer to compare different products. Higher compatibility with regard to pop-up retail requires fulfilment of these basic needs of consumers regarding shopping experiences. If the characteristics of pop-up retail are compatible with the retail experience they are accustomed to in terms of utilitarian and aesthetic features, consumers may exhibit impulse intentions.

Another dimension of compatibility of an innovation is the degree to which it meets a need (Rogers, 1995:24). All individuals have numerous needs at all times, but these needs are usually dormant. This means that consumers are mostly unaware of their needs. Awareness or notification only takes place when a stimulus triggers the need. Potential consumers may

not recognise that they have a need for an innovation until they become aware of an idea. Pop-up stores are often located in areas where consumers will easily find them, for example, next to busy streets or in parking lots. The location exposes potential consumers to the pop-up store and by seeing it (stimulus), consumers are likely to create a need to visit the store. When consumers are informed via viral marketing techniques, they are, once again, likely to develop a need through the information received (hearing stimulus) from other consumers. Pop-up retail awakes a need in the consumer through a stimulus in the current environment of the consumer. It longs to bring the message about the new store to consumers and positions the store in such a way that it provides easy access for consumers. Pop-up stores create or awaken a spontaneous need to visit these innovative stores, through the placement of stimuli within the current consumer environment. Pop-up retail is therefore compatible with consumers' lifestyles, as it addresses their dormant needs in a situation that conveniently enables consumers to address the need.

H1e: Compatibility is positively related to consumers' impulse intention to visit pop-up stores.

As posited, the characteristics of pop-up retail may influence consumers' impulse intention towards visiting it. Impulse intention of consumers may also be influenced by other factors, such as those stated by Kim (2003). These factors should also be considered in understanding consumers' impulse intention towards visiting pop-up stores.

3.6 CONSUMER IMPULSE INTENTION

Impulsivity can be described as (a) consumer intentions of acting without adequate consideration, (b) urge of the moment reactions, (c) risk taking, and (d) trying to do things quickly (Barret & Patton, 1983). Impulse buying behaviour can be described as a spontaneous, intense and exciting urge to purchase, with little concern for the consequences of the purchase (Rook, 1987, in Kim, 2003:14). The intentions of impulse behaviour begin when a consumer is exposed to a stimulus and starts to think that it may satisfy a need. Certain internal states (positive or negative feelings in the consumer) and environmental stimuli (cues in the retail setting, controlled by the retailer) have been found to be situational cues that trigger impulse intentions (Kim, 2003:16-17). Situational cues can be described as features that interact among consumer characteristics and the features of retail situations (Kim, 2003:16).

Retailers recognise the importance of identifying salient variables that influence consumers' impulse intentions, and attempt to control these variables through retail offerings and marketing activities (Kim, 2003:2). It is therefore important to look at certain internal states within the consumer, and external factors with regard to the pop-up retail setting that may affect the consumer's impulse intention.

3.6.1 Internal factors influencing impulse intention

Internal factors of impulse intention focus on the internal characteristics of the individual that make consumers engage in impulse intention. Internal factors relate to conditions within consumers that may drive or motivate them to act on impulse and influence their adoption of new ideas or products (Kim, 2003:5). The internal factors examined in the present study are mood or emotional state, hedonic desires of the consumer and consumer innovativeness.

a) Mood or emotional state

Emotional states include feelings of joy, pleasure, excitement, disgust, hate, depression and displeasure associated with a particular situation, and have an impact on the consumer's behaviour (Thomson, 2001:128). Emotional states strongly influence consumers' actions and decision-making (Gavin, 2009:3), which suggests that emotional states will influence a consumer's impulse intentions towards visiting a pop-up store. Burns and Neisner (2006:53) suggest that, while cognition affects store choice and planned purchases, emotion affects unplanned purchases and the time spent in a store. In a study done by Ko (1993), he found that emotional factors (i.e. positive feelings) may lead to especially fashion-oriented impulse buying when shopping.

Mood is defined as "a type of affective state which is transient and particular to a specific time and situation" (Jeon, 1990:24). Both positive and negative moods are important determinants of consumer behaviour and impressions (Park, 2002:28). People in positive moods are likely to process information less systematically, but more creatively and in a more flexible manner, than consumers with negative moods. A positive mood serves as the sole source of information and replaces the evaluation of other information sources (Park, 2002:52). Consumers in a good mood may follow a more heuristic form of information processing, whereas consumers in a bad mood will follow a higher degree of systematic information processing (Park, 2002:29). As an example of the consequences, 85% of the respondents indicated that a positive mood would be more conducive to impulse behaviour than a negative mood (Rook & Gardner, 1993:1-28). A bad mood signals a problematic situation. In a situation like this, people tend to pay attention to more detail and cognitive effort – therefore requiring systematic, intensive information processing (Park, 2002:29).

Consumers seek entertainment and emotional stimulation throughout the shopping process and not only from consuming the products (Kim *et al*, 2007:12). Pop-up retail is associated with an entertaining atmosphere that engages consumers emotionally. Consumers often participate in such entertaining events to lift their moods. According to Babin and Babin (1999:92), excitement (emotions) can increase approach tendencies, unplanned purchases and hedonic shopping value. Therefore, consumers who see pop-up stores as creating a positive emotional state or mood may have a higher desire to visit the store.

H2a: A positive mood or emotional state is positively related to consumers' impulse intention to visit pop-up stores.

Due to consumers' growing desires for experiences, the hedonic aspects of shopping have become an important component of successful retailing (Kim *et al*, 2007:59). Consumers are more likely to engage in impulse intentions when they are motivated by non-economic reasons (Hausman, 2000:413). This stimulates the need to explore hedonic desires of consumers, as this may also influence their intention towards pop-up retail.

b) Hedonic desires

In the case of pop-up retail, hedonic desires of a consumer are regarded as the internal factor that may have the greatest effect on impulse intention. Research literature shows that impulse behaviour satisfies hedonic desires such as fun, novelty and surprise (Kim, 2003:16). In support of this premise, Gilmore *et al*, (2001:208) found that 46% of respondents indicated that they seek novel products, services or ideas when considering store choice.

Retailers offer hedonic aspects by providing products, services and experiences that evoke fun and reflect their lifestyle and individuality (Kim *et al*, 2007:12). Consumers buy products for a variety of non-economic reasons, such as fun, fantasy and social or emotional pleasure. In a study done by Wiese (2004:141) at Tshwane University of Technology in Witbank on consumer preferences and buying patterns of students, she found that South African students enjoy shopping just for the fun of it. Some consumers see shopping as "retail therapy" or a fun day out. This suggests that those who seek hedonic experiences through shopping may have impulse intentions towards pop-up stores (Hausman, 2000:406).

Arnold and Reynolds (2003:70) have identified six classifications of hedonic shopping, namely: (1) adventure shopping, (2) social shopping, (3) gratification shopping, (4) idea shopping, (5) role shopping, and (6) value shopping.

- *Adventure shopping* – shopping for adventure, stimulation and excitement. Consumers see shopping as an exciting journey that offers stimulation and self-expression through recreation and creativity. Some consumers buy so that they can shop, not shop in order to buy (Langrehr, 1991:428). Park *et al*, (2006:440) found that consumers felt more excited and satisfied during shopping trips when they experienced curiosity and a feeling as if they were exploring new worlds.
- *Social shopping* – enjoyment of shopping with friends and family. This shopping motivation derives from the principle that people seek affection and acceptance in interpersonal relationships. A study done by Gilmore *et al*, (2001:212) found that lonely and alienated individuals use shopping for socialising, even if they experience these feelings only temporarily. Consumers use shopping as a time to bond and socialise with friends, family and other consumers (Arnold & Reynolds, 2003:70). People seek a sense of social belonging and receive this in a retail situation through the sharing of emotions with others. This does not necessarily refer to literally sharing in consuming or buying with other consumers; it merely refers to the feeling of being and interacting with them (Kim *et al*, 2007:28).

An example of this was spotted at the Odd Café, a recent successful pop-up shop in South Africa that opened during June 2011. The concept for this shop started when the owner of an arty coffee shop and the designer of fashionable apparel accessories planned and opened a pop-up coffee shop where consumers could buy designer accessories. Pusey, the designer saw, that customers at the coffee tables asked passing strangers to comment on their new scarves. He said that this was an indication that pop-up shops could be regarded as a social gathering place for consumers to interact (Janse van Vuuren, 2011:9).

- *Gratification shopping* – shopping for stress relief and as a special treat to oneself. Shopping can be used as a remedy to break away from a stressful day. As mentioned above, some consumers see shopping as retail therapy (Hausman, 2000:418). For others, shopping is a way of treating themselves, meaning that they enjoy it and see it as a form of recreation. This is evident from a study in which a respondent confessed that she enjoyed shopping most after she had written a test, because after hard work and preparation, she felt that she deserved to shop (Hausman, 2000:409).
- *Idea shopping* – shopping to keep up with the latest trends and fashion. This hedonic motivation originates from the fact that consumers often shop to stay ahead of the latest fashion trends and to get information about what is going on in the retail

marketplace. Some consumers enjoy browsing to obtain information as an end result, and not with intentions of making purchases (Arnold & Reynolds, 2003:4).

- *Role shopping* – enjoyment that shoppers attain when shopping for others.
- *Value shopping* – hunting for bargains, sales and discounts (Arnold & Reynolds, 2003:70).

When comparing the characteristics of pop-up retail with the different motivations described above, pop-up retail may satisfy some or all of these hedonic shopping motivations. For the purpose of this study, hedonic shopping motivations, with the exception of role shopping and value shopping, will be discussed, as these four motivations are regarded more applicable with regard to pop-up retail. Shopping for others is usually the outcome of planned behaviour as opposed to impulse intentions, the focus of this study. People usually shop for others to shower them with celebration gifts or as part of a style advisory profession, for which they get remunerated. In both instances the shopping trip is pre-planned. Value shopping might also not be appropriate as the items offered in pop-up stores are not necessarily bargain buys offered at discounted prices but rather inelastic products. This means that a higher price will not affect the consumers' demand due to the uniqueness and novelty of the products offered at pop-up stores.

Pop-up stores provide highly fashionable environments with the latest trends, a feeling of shopping in another universe, distraction from everyday activities and stresses, and opportunities where consumers can engage in activities with other consumers or friends. Consumers' impulse intentions are correlated with their desire to fulfil hedonic needs (Hausman, 2000:408). One can therefore assume that consumers may impulsively try pop-up retail to satisfy these desires.

H2b: Hedonic desires are positively related to consumers' impulse intention to visit pop-up stores.

c) Consumer innovativeness

Consumer innovativeness is described as an unobservable, continuously distributed individual difference variable similar to other consumer characteristics (Foxall & Goldsmith, 1994:38). It is a tendency to buy new products, or engage in services, soon after they appear on the market and relatively earlier than most other consumers in the market segment (Foxall & Goldsmith, 1994:38). This innovative personality trait is possessed to greater or lesser degrees by different consumers (Citrin, Spratt, Silverman & Stern, 2000:294).

Rogers (1995:22) has identified five different adopter member categories in a society, based on the level of innovativeness they possess. These categories are: (a) innovators (first ones to adopt an innovation), (b) early adopters (they follow soon after the innovators), (c) early majority (they adopt the idea when it has been widely adopted), (d) late majority, and (e) laggards (these ones feel sceptical about an innovation and will only adopt it when it is commonly used). Because pop-up retail is still a new and very risky environment in South Africa, innovators are most likely to be the first consumers to accept pop-up retail. Innovators are the first people to accept a new idea or product and therefore are the most likely to have positive intentions towards pop-up retail.

Innovators are venturesome. This means that they have the capacity to cope with high levels of risk and uncertainty. Impulsivity has a positive relationship with the amount of risk taking (Park & Stoel, 2002:4). Therefore one can assume that innovators will have a tendency to act impulsively when made aware of an innovation such as pop-up retail.

Innovators are more fashion conscious and prone to try out new products or services because they can withstand the criticism, should the behaviour result in a negative outcome. Goldsmith, Freiden and Eastman (1995) stated that consumer innovativeness is significantly related to new apparel purchases. Marshall, Jackson, Stanley, Kefgen and Touchie-Specht (2004) further noted that this consumer segment spends more than half of their earnings on apparel. Innovators are willing to act differently because of their need to be unique. They seek novel situations and have a positive attitude towards change (Foxall & Goldsmith, 1994:40; Shimp, 2003:167). They will therefore invest in new apparel products and wear them, often beginning new trends. For this reason they can be seen as trendsetters.

Innovators usually have greater income and/or wealth than later adopters (Ha & Stoel, 2004:377). They are therefore not very sensitive to price and are willing to take risks with new products, even at a higher cost rate. Although innovators show lower levels of brand loyalty, they are heavy users of the products that they adopt (Foxall & Goldsmith, 1994:42). This means that innovators who have adopted pop-up retail may be willing to visit various pop-up stores and eager to find out where new pop-up shops will open. Innovators are also considered more educated, higher in social status and younger than later adopters (Shimp, 2003:164). Consumers with higher levels of education have greater needs and expectations of retailers, brands and services (Kim *et al*, 2007:58). This relates positively to their intentions to visit new stores because these consumers find reward in being a leader and being up to date with the latest trends and information. Trialability plays a decisive role for innovators because they act as a kind of vicarious trial or point of reference for later users of a product or service (Rogers, 1995:224). Innovators will be attracted by the trialability options offered

by a pop-up store. Foxall and Goldsmith (1994:32) supported this statement by claiming that trial is a function of awareness and that awareness results best in curiosity and trial. In the case of pop-up shops, trialability creates awareness or notification through originality. This originality triggers the curiosity that is inherent in something new, which then develops a burning desire within consumers, and motivates them to visit the store and to explore what it offers.

Innovators are also likely to be higher in the social hierarchy (Foxall & Goldsmith, 1994:39). They are cosmopolitan, having greater contact with mass media and change agencies than later adopters. They enjoy social interaction and an exchange of information with others (Shimp, 2003:167). They are active information seekers about new products, services or ideas (Rogers, 1995:22). This may also reflect positively towards the adoption of pop-up retail as this type of retail medium depends on word-of-mouth marketing. Innovators find pleasure in communicating to others their findings and experiences with new products or services (Foxall & Goldsmith, 1994:40). Therefore they may take pride in sharing their experiences of pop-up retail with others. A study done during 2001 indicated that 68% of the research respondents liked informing other consumers about stores and products (Gilmore *et al*, 2001:208). Pop-up retail offers intimacy in a time when consumers are increasingly looking for ways to feel more connected (Rath, 2008:1).

Based on these characteristics, innovators may enjoy the excitement and exclusivity that pop-up retail offers. Innovators perceive more opportunity for trial, more conspicuousness, less complexity and greater compatibility with their lifestyle in new products or services than other groups do (Foxall & Goldsmith, 1994:41). Innovators may like the characteristics applied to pop-up retail as an innovation. Consumer innovativeness therefore positively relates to their intentions towards pop-up retail, because these consumers find reward in being leaders and being up to date with the latest trends and store information.

H2c: Consumer innovativeness is positively related to consumers' impulse intention to visit pop-up stores.

Impulse intention is often affected by visual elements of the stimulus (Dawson & Kim, 2009:24). Impulse intentions are stimulus driven, and increased exposure to certain external stimuli increases the likelihood of impulse intentions (Dawson & Kim, 2009:22).

3.6.2 External factors

External factors affecting impulse intentions include marketing cues or stimuli that are placed and controlled by retailers in an attempt to lure consumers into specific shopping behaviours (Dawson & Kim, 2009:23). Nearly all unplanned purchases come as a result of consumers seeing something that promises pleasure or total fulfilment (Underhill, 1999:161). Specific situations and retail settings influence consumer response (Kim, 2003:17). According to Summers and Herbert (2001:49-66), a store's environment can be more influential in triggering impulse intentions than the products it offers. Thus, visible aspects of pop-up stores, the exterior look of a pop-up store and the specific location of the store, may trigger consumers to act on impulse. The exterior look of a store may awaken awareness with a consumer, who develops an urge to visit the store or to avoid the store.

a) Exterior store design

A Hong Kong study revealed that 90% of the respondents viewed a store's environment as an important influence in their selection of a store (Hines & Bruce, 2007:161). The look of a store generates emotional reactions in consumers, encourages them to visit the store, browse and purchase goods or take part in store activities or, it may discourage any of these activities. A unique shopping environment is influential in a consumer's choice of store (Hines & Bruce, 2007:152).

Consumers are increasingly interested in places that offer uniqueness. Retailers, for this reason, sometimes locate pop-up stores in places that are otherwise unusual for retailing. In this way they succeed in bringing life to parts of a city that are under-used by offering a festive shopping atmosphere and by encouraging consumers to explore (Cochrane, 2010:3). These stores are also easily movable and retailers often relocate them to assure consistent innovation.

Consumers revealed that the look and feel of a store is important to their store choice and that they tend to avoid stores that look and feel the same as other stores (Gilmore *et al*, 2001:210; Bay *et al*, 2008:313). This proves that there is a growing need among consumers to seek novel situations in their shopping experiences, and that the exterior look of the store plays an important role in differentiation from other retailers. Pop-up stores are often located in big shipping containers, while vending machines, tour buses, riverboats and other innovative venues have also been used (OPEN TEXT CORPORATION, 2008c:1-15). This variety and innovation is a key factor in determining the success of a pop-up store (Bahadur, 2010:3).

The exterior look of non-traditional venues may, however, be an attraction or put-off to some consumers. While some consumers will appreciate the unique exterior look of pop-up retail, others may find it a bit annoying when shopping for branded products, because it may resemble a “South African shack”, as one consumer responded to a Puma pop-up store at the Cape Town Waterfront (OPEN TEXT CORPORATION, 2008b:1). This store formed a negative connotation with the shacks (informal houses) that some South Africans occupy. This stresses the importance of studying the pop-up phenomenon in specific situations, for instance, with the focus on the South African consumer context, to ensure that the most appealing usage forms for the specific context will be utilised to attract consumers. The exterior look of a store has been found to have a direct correlation with a target population’s willingness to visit the store (Foxall & Goldsmith, 1994:34).

Not all consumers are price sensitive (Hines & Bruce, 2007:161). However, some consumers are willing to choose a store for shopping or just to enter and browse if the store environment is appealing. The unusual looks of pop-up stores generate a feeling of curiosity and an urge to visit the store and explore what it has to offer to its consumers. Pop-up stores can be seen as retail environments that stimulate novelty by its looks. Retail environments that provide stimulation and joy are related to impulse intentions (Virvilaite *et al*, 2011:1331). The novel exterior look and the location of pop-up stores may encourage consumers to visit the store on impulse.

H3a: Exterior store design is positively related to consumers’ impulse intention to visit pop-up stores.

Based on the literature, it is reasonable to expect that South African consumers may impulsively visit pop-up stores when they become aware of them. Theoretically, all the independent variables are assumed to have a positive impact on consumers’ impulse intention to visit a pop-up store, but some might be more significant in predicting impulse intention than others. An additional hypothesis is formulated proposing the underlying relationships between the various independent variables and impulse intention. As identified by previous research, the variables, characteristics of an innovation (relative advantage, trialability, observability, low complexity and compatibility), internal factors (mood or emotional state, hedonic desires and consumer innovativeness) and external factors (exterior store design), will affect consumers’ impulse intention. Therefore the following hypothesis was developed:

H4: Characteristics of an innovation, internal factors and external factors will positively affect consumers' impulse intention to visit pop-up stores.

The following conceptual framework captures the relationships and serves as a conclusion of how the literature guided the forming of the hypotheses for the study.

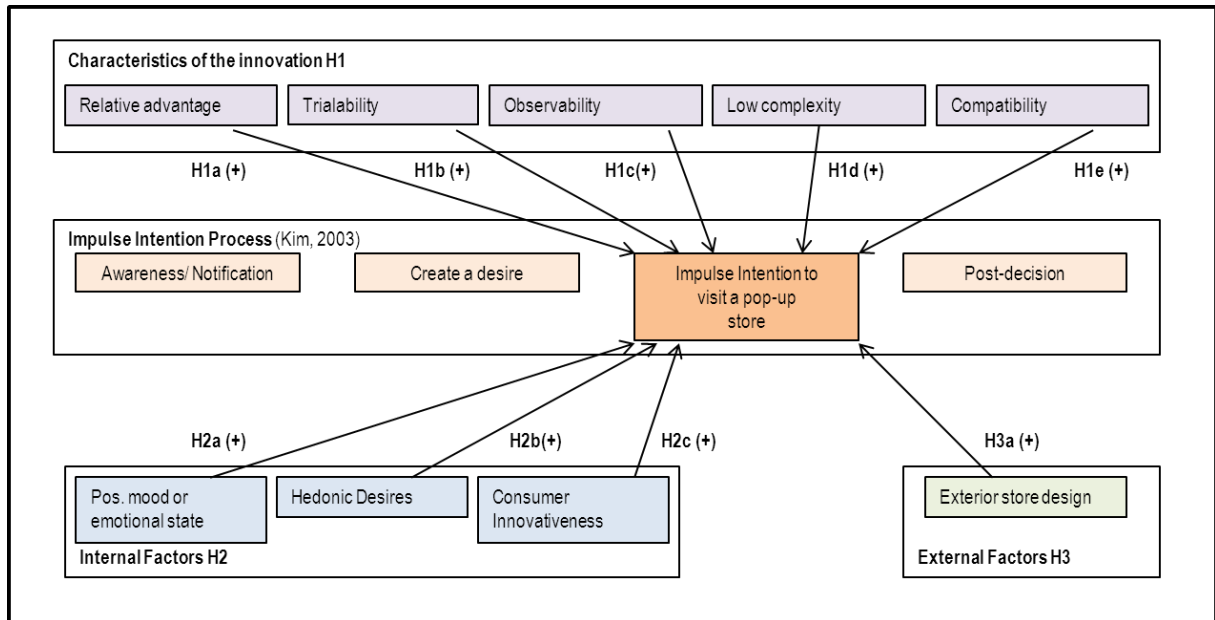


FIGURE 3.1: A CONCEPTUAL FRAMEWORK OF RELATIONSHIPS BETWEEN CHARACTERISTICS OF THE INNOVATION, INTERNAL FACTORS, EXTERNAL FACTORS AND IMPULSE INTENTION TO VISIT A POP-UP STORE

3.7 CONCLUSION

Chapter 4 will explain the way in which the research was conducted to ensure that its hypotheses could be tested. This includes a description of the research design, including the purpose and approach that were used, a conceptualisation and operationalisation table that indicates the procedures for developing the questions for the questionnaire, and also the methods used to ensure validity and reliability of this study.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter presents the research methodology and consists of the following sections: (1) research design, purpose and approach; (2) instrument development (conceptualisation and operationalisation); (3) sample, sampling and procedure; (4) data analysis; (5) ethical considerations; and (6) conclusion. The application of measuring instruments (methods used to ensure reliability and validity) within the study is also given, as well as the researcher's contribution to ethical considerations.

4.2 RESEARCH DESIGN AND METHODOLOGY

The purpose of this exploratory study was to investigate the link between key factors and consumers' impulse intentions to visit pop-up stores. The study was empirical in nature and an exploratory survey research design was followed. The goal of the research design was to plan and organise the research project and to increase the validity of its findings (Babbie & Mouton, 2002:49; Bless & Higson-Smith, 1995:42). An exploratory study is typically undertaken when a researcher is examining a new interest (Ruben & Babbie, 2001:123), such as pop-up retail, as in the present study. A cross-sectional approach provided information on the phenomenon at a single, fixed point in time and not over a long period of time (Fink, 2005:75). A cross-sectional approach was therefore appropriate for the current study because it intended to explore pop-up retail as an innovation currently in South Africa. A survey study is usually quantitative in nature and aims to provide a broad overview of a representative sample of a larger population (Mouton, 2001:152). A quantitative research approach was used 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 (Wiese, 2004:134), followed by measurement procedures, which resulted in numerical data that could statistically be analysed to test the hypotheses (Creswell, 2003:18). Quantitative research merely aims to determine the relationship between an independent variable and dependent variables in a population (Hopkins, 2000:1). For this study, the relationship between South Africans' impulse intention to visit a pop-up store (dependent variable) and

various independent variables (such as certain internal factors, external factors and characteristics of pop-up retail) was the object of interest.

4.3 INSTRUMENT DEVELOPMENT

A structured, self-administered questionnaire was developed, based on existing scales. Four questions measuring consumers' impulse intention to visit a pop-up store, the dependent variable, were included in the survey (**Table 4.1**, questions 11.1-11.4). The independent variables consist of: characteristics of an innovation (i.e. relative advantage, trialability, observability, complexity and compatibility), internal factors (i.e. mood or emotional state, hedonic desires and consumer innovativeness), and an external factor (i.e. exterior store design). At least three questions were designed for each independent variable to increase theoretical validity. Questions addressing general demographic information were also included. The instrument consisted of 66 items. **Table 4.1** summarises the constructs that were employed in the study. All the constructs being investigated were measured using a seven-point Likert-type scale, ranging from "strongly disagree" = 1 to "strongly agree" = 7, to increase reliability. Likert scales have been successfully used in similar studies (Niehm *et al*, 2007; Kim, 2003; Arnold & Reynolds, 2003).

TABLE 4.1: CONCEPTUALISATION AND OPERATIONALISATION

HYPOTHESES	CONCEPTUALISATION	NO OF ITEMS	EXAMPLES OF ADAPTED ITEMS	MEASUREMENT SCALES (SOURCES)
		3	Demographic questions (age, gender & ethnicity)	
H1: Characteristics of the innovation are positively related to consumers' impulse intention to visit pop-up stores.				
H1a: Relative advantage is positively related to consumers' impulse intention to visit pop-up stores.	Relative advantage To perceive something as better than existing alternatives or gaining social status or having limited availability	8	7. Pop-up stores ... 7.1 offer products or services that differ from regular stores. 7.2 allow consumers to sneak preview products before anyone else. 7.3 have the disadvantage that they might not be there tomorrow. 7.4 would impress my friends and family. 7.5 are more interesting than checking out new products at regular retail stores. 7.6 would improve the quality of my shopping experiences. 7.8 would be advantageous in my life overall.	A seven-point scale adapted from Niehm <i>et al.</i> , (2007) and Moore & Benbasat (1991)
H1b: Trialability is positively related to consumers' impulse intention to visit pop-up stores.	Trialability Tried on limited basis, try out new products/services or able to test something	6	5. Pop-up stores ... 7.9 would not take much effort to try out. 7.10 would allow consumer to spend time just looking without having to buy. 7.11 would allow consumers to just see what they are all about. 7.12 offer an opportunity to test products before committing to them. 13. I have ... 13.1 the opportunity to try pop-up stores. 13.2 an idea where I can go to try out pop-up retail in future.	Adapted from Akturan & Tezcan (2010) and Moore & Benbasat (1991)
H1c: Observability is positively related to consumers' impulse intention to visit pop-up stores.	Observability Positive effects visible to consumers; Observing others experiencing it; Sharing in experience; Visible benefits of the practice	6	8. Pop-up stores provide ... 8.1 a great shopping experience to consumers. 8.2 enjoyment for those who visit them. 8.3 something new that consumers would like. 8.4 a memorable experience. 13. I have ... 13.3 knowledge of people who would try pop-up stores.	Adapted from Moore & Benbasat (1991)
H1d: Low Complexity is positively related to consumers' impulse intention to visit pop-up stores.	Complexity How easy it is to understand/use; Smaller version of stores (easily identifiable elements); Information: known brands/store assistants	9	7. Pop-up stores ... 7.7 would make it easier to do my shopping. 8. Pop-up stores provide ... 8.5 informed and available brand representatives to help one understand the concept and products. 8.6 locations that are easily found. 8.7 accessible locations. 8.8 signage that clearly tells you what brands are offered. 8.9 a store basically like other stores. 13. I have ... 13.5 no difficulty visiting pop-up stores since they are similar to regular stores. 10. Pop-up retail ... 10.1 sounds like a straightforward concept. 10.3 is made easy with all the signage used.	Adapted from Moore & Benbasat (1991)
H1e: Compatibility is positively	Compatibility	8	9. Pop-up stores are similar to traditional stores in that ...	Adapted from Moore &

HYPOTHESES	CONCEPTUALISATION	NO OF ITEMS	EXAMPLES OF ADAPTED ITEMS	MEASUREMENT SCALES (SOURCES)
related to consumers' impulse intention to visit pop-up stores.	Fit into previous experience; Match past practices; Consistency with elements of traditional stores.		9.1 I can compare products. 9.2 they have clothing items I can try on. 9.3 products are visually displayed and I can clearly see and touch them. 9.4 it is branded with brands I know . 10. Pop-up retail ... 10.2 fits into my lifestyle. 10.4 is compatible with all aspects of the way I like to shop. 10.5 is compatible with my current life situation. 10.6 fits well with the way I like to shop.	Benbasat (1991)
H2: Internal factors are positively related to consumers' impulse intention to visit pop-up stores.				
H2a: A positive mood or emotional states are positively related to consumers' impulse intention to visit pop-up stores.	Positive mood or emotional state Entertaining events which change one's emotion or uplift one's mood	5	6. Visiting a pop-up store would ... 6.1 lift my mood. 6.2 excite and thrill me. 6.3 make me feel happy and cheerful.	A five-point Likert scale adapted from Kim (2003)
H2b: Hedonic desires are positively related to consumers' impulse intention to visit pop-up stores.	Hedonic desires Adventure shopping (fantasy, adventure, stimulation); Gratification shopping (stress relief, spoiling oneself); Social shopping (shopping with friends and family); Idea shopping (keeping up with the latest trends and fashion)	9	4. I would visit a pop-up store because it ... 4.1 is adventurous, daring, and something to explore. (adventure shopping) 4.2 is an experience I don't want to miss. (adventure shopping) 4.3 is somewhere I can shop with my friends and family to socialise. (social shopping) 4.4 is something to experience with my friends. (social shopping) 4.5 is an escape from reality. (gratification shopping) 4.6 is somewhere I could go to spoil myself. (gratification shopping) 4.7 is wonderful for amusement and entertainment. (gratification shopping) 4.8 will keep me updated with the latest fashion. (idea shopping) 4.9 is trendy. (idea shopping)	A seven-point Likert scale adapted from Arnold & Reynolds (2003)
H2c: Consumer innovativeness is positively related to consumers' impulse intention to visit pop-up stores.	Consumer innovativeness: seek novelty, venturesome, new products / experiences	4	7. I like to ... 7.1 visit stores with new and exciting products and services. 7.2 visit stores that give a lot of new information about products or services. 7.3 seek out new product experiences. 7.4 look for stores that are different and unusual when I hear about them.	Consumer innovativeness scale adapted from Niehm <i>et al.</i> , (2010)
H3: External factors are positively related to consumers' impulse intention to visit pop-up stores.				
H3a: Exterior store design is positively related to consumers' impulse intention to visit pop-up stores.	Exterior store design • Venue • Look	4	4. I would visit a pop-up store because it ... 4.10 looks interesting. 4.11 is eye catching. 4.12 is in interesting places or venues. 4.13 has unusual exterior looks.	A five-point scale adapted from Kim (2003)
Impulse intention to visit a pop-up store				
	Impulse intentions Acting without planning	4	11. I might ... 11.1 spontaneously visit a pop-up store. 11.2 without planning feel like experiencing a pop-up store. 11.3 have difficulty controlling my willingness to visit a pop-store when I spot one. 11.4 make use of the opportunity to visit a pop-up store if I see one.	Adapted from Kim (2003:70) and Niehm <i>et al.</i> , (2007)

4.3.1 Instrument pilot testing

Pilot testing of images

Pop-up retail's newness in South Africa required a thorough brief on what it is and how participants could identify it, before they would be able to give valuable answers in the questionnaire. Consumers shopping for apparel products are visually directed or motivated by aspects in a retail setting towards visiting the store. This led the researcher to show the participants examples of pop-up stores and so give them an idea of what pop-up stores might look like, although they will never look exactly the same. A pilot test was done to determine good representative examples of pop-up stores. Anderson and Arsenault (1998:74) recommend that the most salient examples should be featured in the questionnaire, thereby increasing external validity. A comprehensive overview of the different pop-up retail forms was included in this pilot test.

An expert panel consisting of seven lecturers from the Consumer Science Department of the University of Pretoria was asked to participate as independent specialists in this pilot test. The panel members were provided with a written description of pop-up retail as an introduction to a questionnaire, and also a CD with 14 numbered images of different types of pop-up stores, from which they then had to answer the question: To what extent does the image characterise pop-up retail? They answered by choosing an option in a seven-point Likert-type scale, with "Not at all" = 1 and "Extremely" = 7. Statements such as how interesting it looks, the degree of difference from traditional stores, whether it looks like a fun experience, looks interesting, eye-catching and looks permanent, were included (see Appendices A and B for the pilot-image questionnaire and images). Based on input from the expert panel, descriptors were added to all the images and were used when images were presented to respondents. Distorted images were fixed with the assistance of a computer professional.

Pilot testing of the survey

A pilot test was done to clarify easily readable and comprehensible language for increased reliability. This pilot test also indicated which aspects needed to be revised before using it in the survey (De Vos *et al*, 2008:402). The pilot test also gave the researcher a good indication of the length of time needed to complete the questionnaire. This pilot test was done using 29 students from the University of Pretoria. Cronbach's *alpha* coefficient was calculated to evaluate the internal consistency of the constructs. Cronbach's α values from the pilot test indicated that reliability for most constructs were higher than 0.71 ($\alpha > 0.7.1$) to very high ($\alpha > 0.8$), except for the reliability of Trialability ($\alpha = 0.62$), indicating a recommended standard and a good level of internal consistency for almost all the constructs and the minimum

standard of $\alpha \geq 0.6$ for Trialability. All the items measuring Trialability scored consistently low. It might be due to the newness of pop-up retail in South Africa. It may be that participants did not relate to the questions as they needed to imagine from the images in the presentations how it would be to visit or try out a pop-up store, as none of them had probably had the privilege of visiting one and probably had had no previous experience regarding trying out such a store. Where the standard was too low, the researcher, supervisor and statisticians jointly discussed the possibilities of the outcome. The findings were that some of the words used in certain sentences were not properly understood or familiar among participants, and that substitute words that were more “local” or more “South African” and thus more comprehensible should be used. Some questions were omitted after the pilot test, because the relevance to this study could not be argued well enough and these questions also gave low results, probably for the same reason. **Appendix E** indicates changes that were made after the pilot test. The means of all constructs were above 5.1, except the Trialability ($M_{\text{Trialability}} = 4.84$) and Low Complexity ($M_{\text{Low Complexity}} = 4.86$) constructs, whose means were lower than 5.1. The standard deviation ranged from 0.86 to 1.25.

4.4 SAMPLE, SAMPLING AND PROCEDURE

A non-probability sampling method was used for this study where some members of the population have little or no chance of being sampled (Leedy & Ormrod, 2001:206). Purposive sampling was used where the sample selected by the researcher contained most of the attributes from a criterion set by the literature (**Table 4.2**) (De Vos *et al*, 2008:192). Data was collected from a convenience sample of undergraduate and postgraduate students attending the University of Pretoria, situated in the eastern part of Pretoria, and the Tshwane University of Technology, situated in the western part of Pretoria, in July and August 2011. Both universities were selected to cover a broader ethnic range as the University of Pretoria comprise of more Whites/Caucasian students whereas the Tshwane University of Technology have more African/Black students. The eastern part of Pretoria is also hierarchically ranked higher than the western part of Pretoria, thus covering a broader spectrum of the population through the inclusion of both parts. A key concept in sampling is that the sample should be representative of the population – for this study, young South African consumers (Mouton, 2001:136). The sample chosen were homogeneous, shared more or less the same values and beliefs, and earned more or less the same level of income. The criteria and justification for purposive sampling are tabulated in **Table 4.2**.

TABLE 4.2: PURPOSIVE SAMPLING CRITERIA

CRITERIA	JUSTIFICATION FOR CRITERIA
Participants had to be between the ages of 18 and 31.	This group was aimed at because they are young in age and likely to have innovative tendencies.
Participants had to be enrolled at a tertiary institute for further educational training.	A positive correlation has been found between innovative behaviour and education (Rogers, 1995:22).
Participants needed to live in South Africa at the time when the study was conducted.	The aim of the study was to explore the impulse intention of consumers in a South African context.

Due to the nature of the study, students were deemed appropriate for the sample because they are young in age and the probability of innovative intentions might occur. Consumers in this population tend to be open to change (Johnson & Learned, 2004:1170), and might welcome pop-up retail as a new retail trend. Students were recruited from various courses (i.e. graphic design, marketing, consumer behaviour, statistics, fashion design, consumer sciences). Permission was granted to distribute the questionnaire during the first part of a lecture. A PowerPoint presentation, complemented with visual examples of pop-up stores was presented (see **Appendices C and D**), and participants were then instructed to read the cover letter containing additional background information on pop-up retail and to complete the questionnaire, which took about 10 minutes. They were given the opportunity to ask questions while completing the questionnaire. A total number of five hundred and twenty three (523) questionnaires were completed. Each respondent received a snack / sweet as an incentive when they handed back the completed questionnaire.

4.5 DATA ANALYSIS

After the data was collected, SAS software was used to perform the initial statistical analysis. Descriptive analyses, including frequencies, means and standard deviations, were calculated for the data related to demographic information and general items pertaining to the variables. Since the measurement scales used in the instrument were from existing validated scales, a confirmatory factor analysis (CFA) was conducted. The CFA and reliability analyses were done to validate the (latent and manifest) underlying variables with the use of EQS 6 software. Since the items were measured on an ordinal scale, the CFA was done using the Satorra-Bentler robust methodology (1994:339). Results include the residuals, various fit indices and the root mean square error average (RMSEA) (see **Appendix F** for the complete set of CFA results). The reliability of the items was further assessed by calculating Cronbach's *alpha*. The reliability results corresponded with the CFA results.

Pearson's correlation coefficient test was run to test the hypotheses developed for the study, establishing the correlation between the independent variables (relative advantage, trialability, observability, low complexity, compatibility, positive mood or emotional states, hedonic desires, consumer innovativeness, and exterior store design) with the dependent variable (impulse intention to visit a pop-up store) (H1a-e, H2a-c and H3a). Values of the correlation coefficient ranged between 0.39 and 0.61, indicating a positive correlation between the independent variables and impulse intention to visit a pop-up store. All the correlations were significant at the 1% level (p -value < 0.0001). Based on the hypotheses of the present study, the values also had to be positive (+) to support the hypotheses, which they were. Multiple regression analysis was employed to test and quantify the relative contribution of the multiple independent variables to predict the dependent variable (H4).

4.6 ETHICAL CONSIDERATIONS

Prior to participating, all participants were given a form that informed them on the purpose of the study and explained what was expected of them. Participation was voluntarily and anonymous. All information provided by them was kept confidential. Participants were allowed to stop participating at any time during the study if they did not feel like continuing. Prior to data collection, the Research Ethics Committee (ResEthics) of the University of Pretoria approved the study.

4.7 CONCLUSION

The next chapter (**Chapter 5**) presents the results according to the hypotheses developed for the study.

CHAPTER 5: RESULTS

5.1 INTRODUCTION

In this chapter the results are explicated and summarised. The results are organised and presented according to the constructs in the hypotheses set for the study. After data was collected through a self-administered questionnaire, it was processed for better understanding, and statistical tests were run to test the hypotheses developed for the study.

5.2 DEMOGRAPHIC PROFILE OF THE SAMPLE

Five hundred and twenty three ($n = 523$) usable questionnaires were derived from students attending the University of Pretoria and the Tshwane University of Technology in Pretoria, South Africa. Almost all (95.6%) of the students were between the ages of 17 and 25 (see **Table 5.1**). Five of the participants did not indicate their gender or ethnicity. Of those who did, the majority of the respondents were female (74%), with 26% males participating. The majority of the participants were White/Caucasian (61%), followed by Africans/Blacks (36%), Coloureds (mixed race) (2%) and Asians (1%). The overall demographic profile of the participants can be summarised as mostly female between the ages of 18 and 25, belonging to the two main ethnic groups in South Africa, namely White/Caucasian and African/Black.

TABLE 5.1: SAMPLE CHARACTERISTICS

VARIABLES	FREQUENCY	PERCENTAGE (%)
Age (n = 515)		
17-19	143	27.8%
20-22	295	57.3%
23-25	54	10.5%
26-28	14	2.7%
29-31	9	1.7%
Gender (n = 518)		
Female	381	74%
Male	137	26%
Ethnicity (n = 518)		
Black	186	36%
White/Caucasian	314	61%
Coloured	8	2%
Asian	5	1%
Others	5	1%

5.3 FACTOR ANALYSIS FOR MODEL CONSTRUCTS

Confirmatory factor analyses (CFA) were performed for the latent variables: impulse intention stages, internal factors, external factors as well as the characteristics of the innovation. The CFA for Characteristics of an innovation specified five latent variables (relative advantage, trialability, observability, compatibility and complexity), while for internal factors three separate latent or manifest variables (positive mood, hedonic desires and consumer innovativeness) were each specified separately in the CFA. The CFA for external factors specified only exterior store design, and impulse intention was the only latent variable for this CFA. The results indicated that the CFA models fit the data adequately because the residuals were sufficiently small, the fit indices (ROBUST; ML) were greater than the recommended 0.9, except for CFA2 which was bigger than 0.7 (Satorra-Bentler, 1994:339), and the values of the RMSEA were within the recommended range (a lower confidence limit of less than 0.05). The CFA results are reported in **Table 5.2**. A more comprehensive set of results is included in **Appendix F**.

TABLE 5.2: CFA TABLE

FACTORS	AAR	FIT INDICES	RMSEA	CRONBACH ALPHA
CFA 1: Impulse Intentions	0.01	> 0.95	(0.06; 0.17)	0.89
CFA 2: Characteristics of an innovation (relative advantage, trialability, observability, low complexity and compatibility)	0.10	> 0.70	(0.09; 0.10)	0.92
CFA 3: Internal factors (positive mood or emotional state, hedonic desires and consumer innovativeness)	0.06	> 0.90	(0.04; 0.06)	0.90
CFA 4: External factors (exterior store design)	0.02	> 0.95	(0.03; 0.14)	0.80

For the CFA conducted on the latent variable impulse intention, the average absolute residual was 0.01. The fit indices (Bentler-Bonnet normed, Bentler-Bonnet non-normed and CFI) were all larger than 0.9. The overall average RMSEA 90% confidence interval was (0.04; 0.15), which meets the conventional norm of 0.05. The Cronbach's *alphas* were all larger than 0.8, indicating a recommended standard and a good level of internal consistency.

As far as the CFA for evaluation characteristics of an innovation (i.e. the five latent variables: relative advantage, trialability, observability, compatibility and complexity) was concerned, the average absolute residual was 0.10. Certain characteristics of an innovation are difficult to predict if the innovation is not known among consumers, such as pop-up retail in this case. This might lead to lower fit indices. The fit indices (**Appendix F**) were larger than 0.7. The RMSEA confidence interval (0.09; 0.1) excluded 0.05, but the upper limit was still less than 0.1. The Cronbach's *alpha* value for the characteristics of an innovation was high ($\alpha > 0.92$).

The CFA for the three interval latent variables (positive mood or emotional state, hedonic desires and consumer innovativeness) returned fit indices larger than 0.9, and the average absolute residual was 0.06. The RMSEA 90% confidence interval was (0.05; 0.06). The Cronbach *alpha* was a high 0.9.

The CFA conducted on the latent variable external factor (exterior store design) indicated a very small absolute residual of 0.02. The fit indices were very high (all > 0.95), and the RMSEA lower limit of the confidence interval was 0.03. The Cronbach's *alpha* was larger than 0.8.

The CFA results, as indicated in the above paragraphs, were very good for all the constructs, except characteristics of an innovation. However, the Pearson correlation coefficients, following later on (see **Table 5.14**), are evidence that the suitability of some of the variables forming part of this construct is worth taking into consideration in the present study, although some variables might score lower than others.

5.4 DESCRIPTIVE STATISTICS

A tabular summary is given to indicate the frequency distribution (number of responses) for each question relating to a specific construct. In the following tables the reporting of the results is only on the agreement with the statement, which is indicated by the 5-7 on the Likert scale. The items in each scale were ranked in order of descending percentages and presented as such. The complete frequency tables are included in **Appendix G** on the CD.

5.4.1 Characteristics of pop-up retail as an innovation

Relative advantage

Table 5.3 summarises the results for relative advantage by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.3: FREQUENCY TABLE FOR RELATIVE ADVANTAGE

V7 Pop-up stores ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
are more interesting than checking out new products at regular retail stores.	520	17.12%	28.27%	38.85%	84%
allow consumers to sneak preview products before anyone else.	523	13.96%	29.06%	39.01%	82%
offer products or services that differ from regular stores.	523	19.69%	23.90%	34.80%	78%
would improve the quality of my shopping experience.	521	24.38%	21.88%	25.53%	72%
would impress my friends and family.	523	18.93%	24.90%	20.08%	63%
would be advantageous in my life overall.	520	16.73%	18.27%	13.85%	49%

**Red text indicates the highest score for each question by participants.*

The majority of participants (84%) agreed that pop-up stores are more interesting for checking out new products than regular retail stores are, and 82% indicated that pop-up retail allows consumers to sneak preview products before anyone else. Most of the participants (78%) agreed that pop-up stores offer products and services that differ from regular stores. Having something that other retailers do not have gives a retailer a competitive advantage. Most of the participants (72%) thought it would improve the quality of their shopping experiences, and 63% stated that pop-up retail would impress their family and friends. On the question whether pop-up retail would be advantageous in consumers' life, almost half (49%) agreed, while 23% were neutral. Overall, responses on the advantages of pop-up retail were positive and consumers felt that pop-up retail provided advantages that traditional

stores do not. This might be an indication for retailers that by making use of pop-up retail, they could gain a competitive advantage over traditional stores.

Trialability

Table 5.4 summarises the results for trialability by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.4: FREQUENCY TABLE FOR TRIALABILITY

V7 Pop-up stores ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
would allow consumers to just see what they are all about.	519	21.97%	30.83%	28.13%	81%
offer an opportunity to test products before committing to buy them.	520	15.77%	25.00%	35.96%	77%
would allow consumers to spend time just looking without having to buy.	522	20.69%	27.97%	27.20%	76%
would not take much effort to try out.	522	18.97%	28.16%	24.52%	72%
V13 I have ...					
an idea where I can go try out pop-up retail in future.	518	8.69%	18.15%	26.64%	53%
the opportunity to try pop-up stores.	518	11.39%	11.20%	14.67%	37%

**Red text indicates the highest score for each question by participants.*

The majority of participants (81%) indicated that pop-up stores allow consumers to see what the store is all about, and 77% agreed with the statement that pop-up retail offers an opportunity to test products before committing to buy them. Most of the participants (76%) agreed that pop-up stores allow consumers to spend time just looking without having to buy. Many of the participants (72%) felt that pop-up stores would not take much time and effort to try out. A majority of the participants felt pop-up retail allows consumers to check and try out the store and its products, without any intention of buying, in a short period of time. The responses were a bit more positive on the question of having an idea where they can go to try out pop-up retail, but still low, with a little more than half (53%) indicating that they had an idea. Participants were also asked whether they had the opportunity to try out pop-up stores; only 37% agreed and almost half (48%) disagreed with this statement. The negative response to this might be due to the fact that pop-up stores are still an innovation in South Africa and that not many of the participants had spotted one yet.

Observability

Table 5.5 summarises the results for observability by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.5: FREQUENCY TABLE FOR OBSERVABILITY

V8 Pop-up stores provide ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
something new that consumers would like.	517	14.70%	30.37%	46.23%	91%
enjoyment for those who visit them.	522	16.48%	30.27%	42.15%	89%
a memorable experience.	521	14.59%	26.87%	45.68%	87%
a great shopping experience to consumers.	522	17.82%	26.05%	39.66%	84%
V13 I have ...					
knowledge of people who would try pop-up stores.	517	12.96%	16.25%	15.86%	45%

**Red text indicates the highest score for each question by participants.*

A significant 91% of the participants agreed that pop-up stores provided something new that consumers would like, and 89% agreed that pop-up retail provided enjoyment for those who visit it. The majority of 87% participants stated that they believed pop-up retail provided a memorable experience, and 84% felt that pop-up retail provided a great shopping experience to consumers. This indicates that this target population viewed pop-up retail as a great shopping experience which they would enjoy and remember. Participants were also asked if they knew about people who would try pop-up stores, and 45% of the participants responded affirmatively. Less than half, 43% of the participant, had no knowledge of people who would try pop-up stores. This might have been a difficult question as participants had to think about friends and relatives who they thought would visit such stores – stores with which they themselves had little experience. This question probably would have had a more positive response if pop-up stores were more familiar among South Africans.

Low complexity

Table 5.6 summarises the results for low complexity by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.6: FREQUENCY TABLE FOR LOW COMPLEXITY

V7 Pop-up stores ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
would make it easier to do my shopping.	520	18.85%	13.65%	16.73%	49%
V8 Pop-up stores provide ...					
signage that clearly tells you what brands are offered.	519	19.08%	30.44%	32.56%	82%
informed and available brand representatives to help you understand the concept and products.	521	22.26%	30.71%	28.02%	81%
accessible locations.	518	21.81%	26.64%	18.92%	67%
locations that are easily found.	518	19.88%	21.62%	18.92%	60%
a store basically like other stores.	518	11.58%	8.49%	12.74%	52%
V10 Pop-up retail ...					
is made easy with all the signage.	519	22.74%	23.51%	30.25%	77%
sounds like a straightforward concept.	521	17.66%	22.84%	31.86%	72%
V13 I have ...					
no difficulty visiting pop-up stores since they are similar to regular stores.	517	7.93%	11.41%	15.67%	46%

**Red text indicates the highest score for each question by participants.*

Almost half of the participants (49%) agreed that pop-up stores would make it easier to do their shopping. The majority of the participants (82%) responded positively to the statement that pop-up stores provide signage that clearly tells you what brands are offered, and 81% agreed with the statement that pop-up stores provide informed and available brand representatives to help one understand the concept and products. Most participants (67%) viewed the locations as accessible, and 60% agreed that pop-up stores are easy to find. Just over half (52%) of the participants agreed that pop-up stores differed from traditional stores. This question, unlike the rest, was reversed-scored and participants might have gotten confused. If the question was also positively stated, responses might have been higher. A greater percentage of participants (77%) indicated that the pop-up store concept is made easier to identify as a type of store, with the signage used, and 72% agreed that pop-up retail sounded like a straightforward concept. Retailers can decrease the complexity of their pop-up stores by putting up signage that informs the consumers what the pop-up retail concept entails. Less than half of the participants (46%) responded negatively to the statement that they have no difficulty visiting a pop-up store since it is similar to regular stores. Participants might have reacted negatively because the question is also reversed-scored.

Compatibility

Table 5.7 summarises the results for compatibility by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.7: FREQUENCY TABLE FOR COMPATIBILITY

V9 Pop-up stores are similar to traditional stores in that ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
products are visually displayed and I can clearly see and touch them.	521	18.23%	29.37%	34.93%	83%
it is branded with brands I know.	521	16.70%	27.26%	36.08%	80%
they have clothing items I can try on.	521	24.76%	19.58%	18.62%	63%
I can compare products.	521	22.07%	17.85%	15.36%	55%
V10 Pop-up retail ...					
fits into my lifestyle.	521	20.92%	22.26%	27.83%	72%
fits well with the way I like to shop.	520	21.15%	19.62%	25.96%	67%
is compatible with all aspects of the way I like to shop.	521	21.31%	18.62%	23.42%	63%
is compatible with my current life situation.	521	19.58%	22.84%	19.58%	62%

**Red text indicates the highest score for each question by participants.*

A majority of the participants (83%) agreed that pop-up stores were similar to traditional stores in that products are visually displayed and allow touch and feel, and 80% indicated that it was branded with familiar brands they know as in traditional stores. Many of the participants (63%) agreed to the fact that pop-up stores also have clothing one can try on, and 55% that one can compare products in a pop-up store such as one would in a traditional store. The agreement to these statements means that it is easier for consumers to relate pop-up stores to traditional stores, and therefore means that pop-up retail is compatible with how they currently shop. Depicted from the total number of participants' agreement, the display of products that allows physical interaction is the most important factor that allows consumers to relate pop-up stores to traditional stores (83% participant agreement), followed by branding (80% participant agreement), try-on facilities for apparel (63% participant agreement), and adequate merchandise to allow comparison (55% participant agreement). In terms of compatibility, 72% of the participants identified pop-up retail as something that fitted into their lifestyle, and 67% stated that pop-up retail fitted well with the way they liked to shop. A large portion (63%) agreed that it was also compatible with all aspects of the way they liked to shop, and 62% felt that it was also compatible with their current life situation. These responses are an indication that this target population perceives pop-up retail as compatible with their current lifestyle, shopping habits and even their overall current circumstances.

5.4.2 Internal factors

Positive mood or emotional state

Table 5.8 summarises the results for positive mood or emotional state by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.8: FREQUENCY TABLE FOR POSITIVE MOOD OR EMOTIONAL STATE

V5 Visiting a pop-up store would ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
excite and thrill me.	522	23.37%	27.01%	26.82%	78%
lift my mood.	522	22.61%	26.05%	24.33%	73%
make me feel happy and cheerful.	521	23.03%	28.60%	16.89%	69%

**Red text indicates the highest score for each question by participants.*

Most of the participants (78%) agreed that visiting a pop-up store would excite and thrill them, with 73% indicating it would lift their mood, and 69% agreeing that it would make them feel cheerful and happy.

Hedonic desires

Table 5.9 summarises the results for hedonic desires by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.9: FREQUENCY TABLE FOR HEDONIC DESIRES

V4 I would visit a pop-up store because it is ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
adventurous, daring and something to explore.	521	20.92%	19.39%	43.76%	84%
is something to experience with my friends.	520	22.5%	26.15%	35.77%	84%
is wonderful for amusement and entertainment.	520	17.69%	28.46%	35.58%	82%
is trendy.	519	18.30%	27.17%	36.42%	82%
will keep me updated with the latest fashion.	521	19.77%	24.57%	33.21%	78%
is an experience I don't want to miss.	522	19.54%	21.07%	32.18%	73%
is somewhere I could go to spoil myself.	520	20.77%	23.65%	22.88%	67%
is somewhere I can shop and socialise with my friends and family.	521	19.19%	19.77%	17.66%	57%
is an escape from reality.	518	18.15%	16.22%	17.95%	52%

**Red text indicates the highest score for each question by participants.*

A majority of the participants (84%) indicated that they would visit a pop-up store because they thought it was adventurous, daring and something to explore, and 84% agreed that they would visit pop-up stores because it was something they could experience with their friends. Questions 4.1 and 4.2 measure adventure shopping as a hedonic shopping motivation. The participants' agreement with these statements is thus an indication that this group viewed pop-up retail as a form of adventure shopping. In terms of the gratification measure, 82% of the participants would visit a pop-up store because they thought it was wonderful for amusement and entertainment. This indicates that participants felt pop-up stores were a good representative of gratification shopping and that they might want to visit a pop-up store to satisfy this shopping need. The majority of the participants (82%) classified pop-up stores

as trendy, and 78% of the participants agreed that visiting a pop-up store would keep them updated about the latest fashion. This is an indication that participants viewed pop-up stores as a form of idea shopping and that they might visit pop-up stores to satisfy this desire. Most of the participants (73%) indicated that they would visit a pop-up store because it was an experience they did not want to miss. Many of the participants (67%) agreed that they would visit a pop-up store to spoil themselves. Questions 4.3 and 4.4 dealt with social shopping as a form of hedonic shopping desires. Participants positively responded positively, with 57% agreeing that it was somewhere they could shop with their friends and family to socialise. This question scored a little bit lower than the statement to shop only with friends. More than half (52%) of the participants agreed that pop-up retail was an escape from reality, which also measures gratification shopping.

Consumer innovativeness

Table 5.10 summarises the results for consumer innovativeness by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.10: FREQUENCY TABLE FOR CONSUMER INNOVATIVENESS

V6 I like to ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
visit stores with new and exciting products and services.	523	15.11%	22.37%	51.82%	89%
seek out new product experiences.	521	16.70%	31.67%	34.74%	83%
look for stores that are different and unusual when I hear about them.	522	14.56%	29.12%	40.42%	83%
visit stores that give a lot of new information about products or services.	523	22.75%	26.77%	30.02%	80%

**Red text indicates the highest score for each question by participants.*

The majority (89%) of the participants liked visiting stores with new and exciting products and services. Most of the participants (83%) indicated that they liked seeking out new product experiences, which suggests that this sample might have largely been made up of innovative consumers. Most (83%) also liked looking for stores that are different and unusual when they hear about them. A total of 80% of the participants indicated that they liked visiting stores that give a lot of new information about products or services. This group of consumers liked to seek out new products, services, novelty and experiences, and use stores as a source of information about the latest products or services available.

5.4.3 External Factors

Exterior store design

Table 5.11 summarises the results for exterior store design by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.11: FREQUENCY TABLE FOR EXTERIOR STORE DESIGN

V4 I would visit a pop-up store because it ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
looks interesting.	519	10.02%	21.97%	62.81%	95%
is eye catching.	520	8.46%	19.62%	65.96%	94%
has unusual exterior looks.	521	11.13%	23.03%	57.77%	92%
is in interesting places or venues.	521	16.70%	29.17%	42.03%	88%

**Red text indicates the highest score for each question by participants.*

A vast majority of the participants (95%) felt that they would visit a pop-up store because it looked interesting. This indicates that the exterior look of a store plays a vital role in consumers' decision to visit a pop-up store. On the statement whether participants would visit a pop-up store because it is eye catching, 94% of the participants agreed. The majority (92%) of the participants felt that they would visit a pop-up store because of the unusual exterior looks. An overall 88% of the participants positively stated that they would visit a pop-up store because it was in interesting places or venues. From these responses it seems that the exterior look of a store is an important determining factor for consumers when they decide which store to visit. Consumers are, according to the responses, looking for stores that are interesting, eye-catching and unusual.

5.4.4 Consumer impulse intention to visit a pop-up store

Impulse intention to visit a pop-up store

Table 5.12 summarises the results for consumer impulse intentions by presenting the frequencies and percentages of each item used to measure this construct.

TABLE 5.12: FREQUENCY TABLE FOR IMPULSE INTENTION TO VISIT A POP-UP STORE

V11 I might ...					
ITEM	n	5	6	STRONGLY AGREE 7	TOTAL % AGREE
spontaneously visit a pop-up store.	519	11.18%	24.28%	54.14%	90%
without planning feel like experiencing a pop-up store.	519	15.80%	26.40%	46.82%	89%
make use of the opportunity to visit a pop-up store if I see one.	518	12.93%	24.71%	50.19%	88%
have difficulty controlling my willingness to visit a pop-up store when I spot one.	519	16.18%	21.97%	23.12%	61%

**Red text indicates the highest score for each question by participants.*

Most (90%) agreed that they would spontaneously visit a pop-up store. The majority of the participants (89%) said they would, without planning, feel like experiencing a pop-up store, and 61% indicated that they might have difficulty controlling their willingness to visit a pop-up store when they spotted one. Most of the participants 88% said they would grab the opportunity to visit a pop-up store when they saw one.

5.5 CORRELATION BETWEEN INDEPENDENT AND DEPENDENT VARIABLES

Pearson's correlation coefficient was calculated to test the hypotheses developed for the study. The Pearson correlation coefficient, which is a measure of the linear association between two variables, produced the following correlations between the independent variables and impulse intention (the dependent variable of interest) (shown in **Table 5.13**).

TABLE 5.13: CORRELATION COEFFICIENT MATRIX

VARIABLES	PEARSON CORRELATION COEFFICIENT PROB > R UNDER H ₀ : RHO=0	SIMPLE STATISTICS	
	Correlation with impulse intention to visit a pop-up store	Mean	Standard Deviation
Relative advantage (n = 519)	0.47	5.32	1.00
Trialability (n = 519)	0.39	4.84	1.01
Observability (n = 518)	0.61	5.97	1.01
Low complexity (n = 519)	0.47	4.86	0.95
Compatibility (n = 518)	0.59	5.11	1.13
Mood or emotional state (n = 519)	0.46	5.28	1.25
Hedonic desires (n = 518)	0.53	5.35	1.01
Consumer innovativeness (n = 519)	0.49	5.81	1.03
Exterior store design (n = 519)	0.48	6.25	0.86
Impulse Intention	1.00	5.76	1.12

**Note:* All correlations are significant at the p -value < 0.0001 level, i.e reject H₀: $\rho = 0$

Strong positive correlations between observability, compatibility and hedonic desires on the one hand, and impulse intention to visit a pop-up store on the other, were found, and moderate positive correlations between relative advantage, low complexity, consumer innovativeness, exterior store design and impulse intention to visit a pop-up store. Trialability had the weakest positive correlation. These correlations provided support for hypotheses 1-3. In **Table 5.14** hypotheses 1-3 set for this study are confirmed.

TABLE 5.14: SUMMARY OF HYPOTHESES

HYPOTHESES		SUPPORTED/CONFIRMED
<i>H1a</i>	Relative advantage is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate positive relationship (0.47)
<i>H1b</i>	Trialability is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a weak positive relationship (0.39)
<i>H1c</i>	Observability is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a strong positive relationship (0.61)
<i>H1d</i>	Low complexity is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate significant relationship (0.47)
<i>H1e</i>	Compatibility is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a strong positive relationship (0.59)
<i>H2a</i>	Mood or emotional state is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate positive relationship (0.46)
<i>H2b</i>	Hedonic desires are positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate positive relationship (0.53)
<i>H2c</i>	Consumer innovativeness is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate positive relationship (0.49)
<i>H3a</i>	Exterior store design is positively related to consumers' impulse intention regarding visiting an apparel pop-up store.	Supported with a moderate positive relationship (0.48)

5.6 MULTIPLE REGRESSION MODEL

A multiple regression model was constructed to determine how well the independent variables predict the dependent variable (Laerd Statistics, 2012:1). Both Pearson's correlation coefficient and multiple linear regression analysis are vital in a study as it is possible for several independent variables to be individually correlated with a dependent variable, but all of them may not contribute significantly to the variance in a multiple regression model. The multiple regression results indicate which independent variables are statistically significant predictors of the dependent variable (impulse intention) (Creech, 2011:3). This is done to test H4 (i.e. the hypothesis that characteristics of an innovation, internal factors and external factors will positively affect consumers' impulse intention to visit a pop-up store). Theoretically, all the independent variables (relative advantage, trialability, observability, low complexity, compatibility and mood or emotional state, hedonic desires, consumer innovativeness and exterior store design) are assumed to have a positive impact

on impulse intention to visit a pop-up store and are tested in the model. However, not all of the independent variables were significant. The results from the regression are shown below:

TABLE 5.15: MULTIPLE REGRESSION FOR IMPULSE INTENTION TO VISIT A POP-UP STORE

	DF	PARAMETER ESTIMATE OF β	STANDARD ERROR	Pr > t
Intercept	1	0.25	0.30	0.3938
Independent Variables				
Relative advantage (n = 519)	1	-0.06	0.05	0.2291
Trialability (n = 519)	1	-0.04	0.05	0.4181
Observability (n = 518)	1	0.30	0.06	<.0001
Low complexity (n = 519)	1	0.05	0.05	0.3222
Compatibility (n = 518)	1	0.28	0.05	<.0001
Positive mood or emotional state (n = 519)	1	0.04	0.04	0.319
Hedonic desires (n = 518)	1	0.02	0.06	0.7755
Consumer innovativeness (n = 519)	1	0.17	0.04	0.0001
Exterior store design (n = 519)	1	0.20	0.05	0.0002

Notes: Dependent variable: Impulse intention to visit a pop-up store; Pr > F < 0.0001; $R^2 = 0.49$

The explanatory value, R^2 , for the above regression indicates that 49% of the variations in impulse intention to visit a pop-up store can be explained by the combination of independent variables (relative advantage, trialability, observability, low complexity, compatibility and mood or emotional state, hedonic desires, consumer innovativeness and exterior store design). Although 49% is not exceptionally large, it does represent a fair amount of variance explained. Unlike general intentions, *impulse* intention is by its very nature hard to predict as it may vary in same situation or same day for the same person. The estimated β coefficients indicate that observability, compatibility, consumer innovativeness and exterior store design have a significant positive impact on impulse intention to visit a pop-up store.

Relative advantage, trialability, low complexity, mood or emotional state and hedonic desires do not have a significant positive impact for predicting variations in impulse intention to visit a pop-up store. The predicting factors which will have a significant effect on consumers' impulse intention to visit a pop-up store are illustrated in **Figure 5.1**.

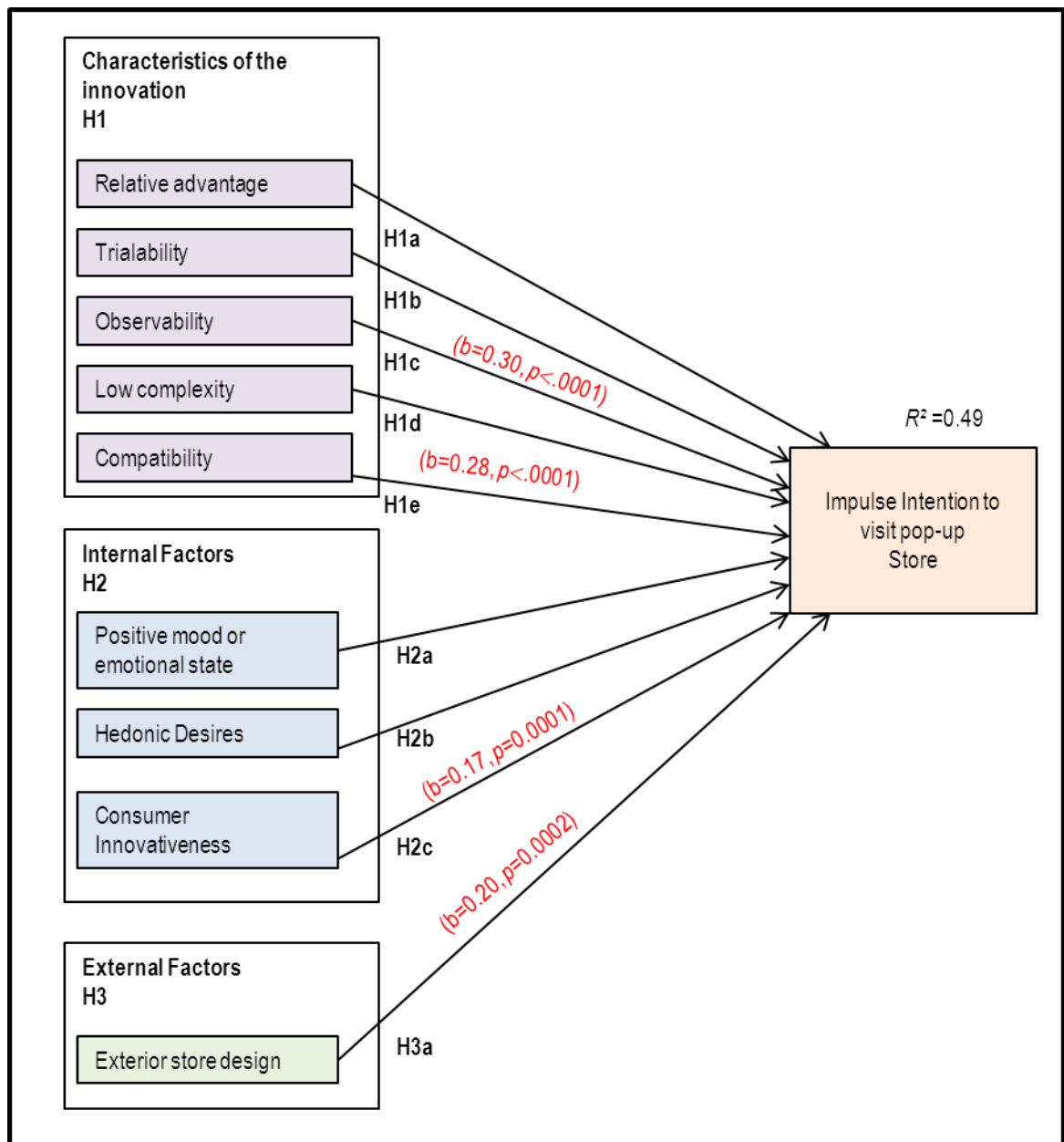


FIGURE 5.1: MULTIPLE REGRESSION PATH MODEL

5.7 CONCLUSION

This chapter provided an analysis of the survey responses. The characteristics and a description of the sample were presented. Descriptive statistics (frequency tables) were used to present the results according to the constructs being investigated in the study. Pearson's correlation coefficient was used to establish the relationship between the independent variables and impulse intention as well as general intention to visit pop-up stores. The correlation coefficient quantified the strength of the association and thus the likelihood of

consumers to visit a pop-up store on impulse. All the hypotheses were supported. One can conclude that the research statement developed for this study, as stated in **Chapter 1**, is partially supported: Certain **internal factors (consumer characteristics)**, **external factors (exterior retail setting)** and **certain characteristics of the innovation (pop-up retail)** play **a role in young consumers' impulse intentions regarding apparel pop-up retail**. The next chapter will discuss conclusions based on the findings and implications for future research.

CHAPTER 6: DISCUSSION AND CONCLUSIONS

6.1 INTRODUCTION

In this chapter the research results are discussed and interpreted. The interpretation of data involves the broader significance of the research results as well as their correspondence or lack of correspondence with the results of other researchers (Kruger *et al*, 2005:218). Conclusions, limitations and recommendations for future research are also presented.

6.2 DISCUSSION

The purpose of this study was to explore the factors that play a role in young South African consumers' impulse intentions to visit pop-up stores. To investigate the phenomenon of consumers' impulse intention to visit pop-up stores, the overall objectives of this study were to explore the influence of: (1) characteristics of the innovation, (2) external factors, and (3) internal factors on consumers' impulse intentions to visit pop-up stores.

6.2.1 Hypothesis 1: Characteristics of the innovation are positively related to consumers' impulse intention to visit pop-up stores

In Hypotheses 1a through 1e, the relationship between various characteristics of the innovation (i.e. relative advantage, trialability, observability, low complexity and compatibility) on the one hand, and the impulse intention to visit a pop-up store on the other, were tested.

The results for H1a to e supported the positive relationships between the characteristics of pop-up retail and impulse intention to visit a pop-up store. Observability (0.61) and compatibility (0.59) had the highest correlation coefficient, followed by relative advantage (0.47) and low complexity (0.47), significant at the $p < 0.0001$ level. Trialability had the lowest correlation coefficient, namely 0.39, which is still significant at the $p < 0.0001$ level.

In terms of relative advantage, the results indicated that the majority of the participants agreed that pop-up retail offered products and services that differed from regular stores.

Having something that other retailers do not have gives a retailer competitive advantage. Pop-up retailers have competitive advantage over normal retailers through the products they offer. Most of the participants also stated that pop-up retail allowed consumers to sneak preview products before anyone else. This is beneficial for consumers visiting the pop-up store, as they would be informed about the latest apparel products, something that this target population will appreciate even more as they are constantly on the lookout for innovative products, services and experiences. More than half of the participants indicated that they believed pop-up retail would impress their family and friends. This is an indication that pop-up retail provides social status to consumers visiting a pop-up store. The majority of the participants also believed that pop-up retail was more interesting than checking out new products at regular stores and that it would improve the quality of their shopping experience. A question was also posed to find out if consumers thought pop-up retail would have a positive effect on their lives overall, and only a third disagreed with this. This is an indication that pop-up retail would have a positive influence on the life of most consumers. From the above discussion it can be concluded that pop-up retail would be advantageous in consumers' lives and that it offers something different to what traditional retail stores offer. This is proof that pop-up retail has a relative advantage over traditional stores.

As far as trialability was concerned, most of the participants felt that pop-up retail offered an opportunity to test products before committing to buying them. The participants agreed that pop-up retail allowed consumers to spend time just looking without having to buy, and that it allowed consumers to see what the store was all about. Consumers normally want to spend time examining products where they have a high level of involvement, like apparel (Kim *et al*, 2007:160). The majority of the participants agreed that pop-up retail would not take much time and effort to try out. This is consistent with the findings of a study done by Wiese (2004:201) on consumers with the same demographic profile, which rated quick service as the third most important factor for them in a retail setting. From these positive responses, one can conclude that the participants perceive pop-up retail as a shopping medium with a high level of trialability. A few questions were posed to figure out whether participants did have the opportunity to visit pop-up stores or maybe knew people who had an idea where to find such stores. The responses were mainly negative, as was to be expected because of the fact that pop-up retail is still regarded as an innovation in South Africa and not many retailers have made use of it. This means that consumers are not fully familiar with it, and find it difficult to relate to it; some of them probably became acquainted with pop-up retail for the first time in this study. Just over a third of the participants said they had the opportunity to try out pop-up retail, and a fraction more than half said they had an idea where to go to try out pop-up stores in future. One can conclude that most South African consumers are not familiar with pop-up retail and thus do not know where to find it or even feel that they have the opportunity

to visit it. It is however important to note that they do notice the benefits it holds for them. These negative responses can serve as an explanation for the weak relationship between consumers' impulse intentions and trialability of pop-up retail. However, the relationship is still positive and an indication that trialability is positively related to consumers' impulse intention regarding apparel pop-up retail. One can assume that if South Africans were given more pop-up retail opportunities in South Africa, the relationship between these variables would strengthen. Consumers would then be more familiar with all the aspects of pop-up retail.

Although South Africans are not as familiar with pop-up retail, there is a high positive relationship between observability and impulse intention to visit a pop-up store. The majority of the participants perceived pop-up retail as a retail medium that offers a great shopping experience to consumers and that it would also result in a memorable experience for them. Even more of them felt that it provides enjoyment for those who visit it and a significant number said it was something new that consumers would like. It is obvious from these responses that consumers would perceive pop-up retail as a great experience that will have lasting effects and that they would most definitely enjoy the experience it offers.

South African consumers are not familiar with pop-up stores. More than half of the participants did not know of people who might be interested in pop-up retail. One can assume that it must have been difficult for them to respond, as they had to imagine relatives who would like to visit pop-up stores without first-hand experience with pop-up retail or even knowing others who had tried it. Despite the fact that pop-up retail is not commonly known among South Africans, the strong relationship between observability and consumers' impulse intention towards visiting a pop-up store is an indication that they would definitely want the opportunity to visit one, and that from what they have seen and heard about it in the study, it would definitely trigger their impulse intentions. This supports Kolesar and Galbraith's (2000:1) proposition that a memorable experience encourages consumers to skip the search and evaluation phases of a decision-making process, moving directly on to the decision phase. One may conclude the following about pop-up retail: it is a retailing medium that will leave a memorable experience with consumers, that consumers will enjoy the experience, and that consumers' behaviour may follow the route of impulse intentions rather than planned behaviour.

Regarding low complexity, the participants were asked if they thought pop-up stores would make it easier to do their shopping, and only a third disagreed. This is an indication that the majority of the participants perceived it as a shopping medium that would ease their task. The majority of the participants agreed with the statement that pop-up stores provided

informed and available brand representatives to help consumers understand the concepts and products. Contrary to the previous response, this indicates that participants who do find it more difficult, will easily get assistance – which will make the experience easier. This is an important feature as a study done by Bäckström and Johansson (2006:424) revealed that interaction with brand representatives is crucial in consumers' evaluation of shopping services.

Most of the participants said they thought the location of pop-up stores was easily found or accessible. Once again, one may assume that an even larger group of participants would have agreed if they had had previous experience with or knowledge about pop-up stores. Questions such as these are difficult to answer if one does not have first-hand experience with the situation.

The majority of the participants said that pop-up stores provided adequate signage, telling the consumer clearly what brands are offered. By being able to relate to the brand or store name of a shop, a consumer forms an opinion of what the store might offer, which in turn decreases the complexity of the store. More than half of the participants indicated that pop-up retail provides stores that differ from traditional stores. A possible explanation for the rest of the participants' disagreement might be because they saw some similarities between pop-up retail and traditional retail, such as the branded signage, store representatives, counters, and fitting rooms. This is ideal; previous research has specified that retailers who hit a proper balance between complexity and innovation create more efficient operations and more valuable customer relationships (Gottfredson & Aspinall, 2005:10). Pop-up retail thus succeeds in establishing this balance, as half of the participants were able to spot some similarities. For the majority of the participants, pop-up retail sounded like a straightforward idea, while an even larger percentage revealed that the pop-up retail concept was made easier with the signage used. One can conclude that this consumer group would have strong intentions to visit a pop-up store if they perceived it as having a good balance between complexity and innovation.

It is interesting to note that, despite the fact that a third of the participants did not find pop-up stores to be a facility that would make their shopping easier, the majority of the participants still stated that they would visit a pop-up store. This supports the finding of previous research where it is suspected that innovators welcome risk-taking and the trying out new retail facilities (Foxall & Goldsmith, 1994:134). They are more eager to visit new stores with an element of surprise as it offers the stimulation desired. This can also be the cause of the negative response to the statement that they would have no difficulty visiting a pop-up store since it is similar to regular stores, as this group would rather prefer a novel situation. This

supports the findings of Gottfredson and Aspinall (2005:4) that complexity is not always a bad thing, and that maintaining the right degree of complexity is essential to effective operations and astute risk management. The relationship between low complexity and the impulsiveness of consumers were on average positive and an indication that, if the complexity of pop-up retail is low, it may still trigger their impulsivity. One may conclude that this consumer group will not have strong intentions to visit a pop-up store if they perceive it as having a too low level of complexity. It is therefore essential that retailers attain a good level of complexity.

Examining the relationship between compatibility of an innovation and impulse intention, the majority of the participants agreed that pop-up retail was similar to traditional stores as pop-up retail allowed one to compare products and try on clothing. The lack of disagreement among the rest of the participants can be ascribed to the fact that all pop-up stores differ in terms of their set-up. Some of them do allow consumers to try on apparel products, while others might not, such as vending machines that intentionally aim to provide consumers with an innovative experience and a sense of unexpectedness. Furthermore, the majority of the participants also spotted the similarity in that one can touch and feel the products, as in traditional stores, and thus expose consumers to brands. From the number of responses to each question, one can conclude that allowing consumers to touch and feel the apparel products, branding, try-on facilities and adequate merchandise that allow comparison of products, are all important factors that allow consumers to compare pop-up stores with traditional stores. This does not necessarily mean that retailers should include all these elements in their pop-up store, as the secret of pop-up retail is its unexpected and unusual nature. However, having some of these elements will make the store more compatible with the shopping habits of consumers.

A great number of the participants identified pop-up retail as something that fitted into their lifestyle. Most of them said it is compatible with all aspects of the way they preferred to shop and with their current life situation. These responses are an indication that this target population already perceived pop-up retail as compatible, regardless of the type or form of pop-up store. The high correlation coefficient also indicates that there is a relatively strong positive relationship between compatibility and consumers' impulse intention towards visiting a pop-up store. This proves that consumers might easily adopt or use pop-up retail as a shopping medium, as it is compatible with the way they are used to shopping. One may conclude that pop-up retail is compatible with the current lifestyles, shopping habits and life situations of consumers and that this compatibility drives impulse intentions.

6.2.2 Recommendations to marketers and retailers for the use of pop-up retail

Retailers should make sure that they offer products or services that other stores do not offer, such as limited edition product lines, colours that traditional stores do not offer, celebrities as shop assistants, launches to introduce new products, or complimentary special treatments. Consumers appreciate the fact that pop-up stores allow them to sneak preview products before anyone else. The retailers and marketers should take advantage of this. For instance, retailers should invite store visitors to attend a secret fashion show, information session or any other innovative way of presentation. Retailers should find a balance between complexity and innovation. This means that they should include some familiar retail elements in their pop-up setting which will assist consumers in identifying it. This can include signage, window displays, informative tools, cashiers, fitting rooms or any other facilities that will complement the type of store. The informative tools (information sessions, knowledgeable store representatives, demonstrations etc.) can serve as a medium to decrease complexity for those consumers who find some elements difficult to understand. It is however important for retailers and marketers to note that these elements should not be the main focus of the store and only serve as an optional service, as most of these consumers (seeing that innovators will probably be the first to visit it), appreciate complexity as they find it stimulating.

6.2.3 Hypothesis 2: Internal factors are positively related to consumers' impulse intention to visit pop-up stores

Certain internal states (positive or negative feelings within the consumer) have been found to be situational cues that trigger impulse intention (Kim, 2003:7-8). In hypotheses 2a through 2c, the relationship between various internal factors (i.e. positive mood or emotional states, hedonic desires and consumer innovativeness) on the one hand, and the impulse intention to visit a pop-up store on the other, were tested.

The results of the test of H2a supported the positive relationship between a positive mood or emotional state and impulse intention to visit a pop-up store. The correlation coefficient was 0.46 and was significant at the $p < 0.0001$ level. The literature suggests that emotions strongly influence actions, including impulse behaviour, and that positive feelings (such as happiness and cheerfulness) lead to fashion-orientated impulse behaviour (Park *et al*, 2006:441; Hausman, 2000:17). According to the results, the participants believed that pop-up retail would have an effect on their mood. For the majority of the participants, the effect was regarded as positive, as they indicated that visiting a pop-up store would lift their mood and would make them feel happy and cheerful. When people are in a negative mood, they usually seek something that they believe will lift their mood. By indicating that pop-up retail

will lift one's mood, one can surmise that consumers will visit pop-up stores with the expectation of being in a better mood afterwards. Pop-up retail also appeals to a mood, as a positive mood leads to higher energy levels and an urge to reward oneself. The majority of the participants stated that pop-up retail would excite and thrill them. According to Babin and Babin (1999:92), excitement can increase approach tendencies and unplanned purchases. The results of H1a verify this regarding pop-up retail. One can conclude that consumers perceive pop-up retail as something that positively affect their mood or emotional state in that it will make them feel happy, cheerful, excited and thrilled, which will manifest in an impulse intention towards visiting the store, especially if it is apparel related.

H2b predicted a relationship between hedonic desires and impulse intention to visit a pop-up store. Hedonic desires as motivations that may be stimulated through pop-up retail were identified as adventure shopping, social shopping, gratification shopping and idea shopping. The correlation coefficient was 0.53, significant at the $p < 0.0001$ level for the relationship between hedonic desires and impulse intention. This indicates that there is a positive relationship between hedonic desires and impulse intention to visit pop-up stores. This finding supports Hausman's (2000:431) proposition that consumers are more likely to engage in impulse intentions than normal, thought-through behaviour when they are motivated by hedonic aspects such as fun, novelty and variety.

The participants indicated that they would want to visit a pop-up store because it is adventurous, daring and something to explore. Park (2002:440) revealed that shopping trips that allow consumers to express curiosity and explore new things, as in the present study, leads to consumers being more satisfied after shopping trips. The majority of the participants also revealed that they would visit a pop-up store because it offers an experience they would not want to miss. This response is an indication firstly, that they perceived pop-up retail as a form of experiential retail, and secondly, that they had a need for a memorable experience when shopping. This is consistent with the assumptions of other researchers such as Pine and Gilmore (1998:101), Shimp (2003:130) and Rauen (2006), who all agree that consumers are increasingly longing for memorable experiences in their shopping trips. Schmitt (1999:22) explains this as follows: "Consumers want products, communications and marketing campaigns that dazzle their senses, touch their hearts and stimulate their minds and in this way receive an experience". One can conclude from the findings of the present study, that consumers are indeed searching for shopping expeditions that are fun, explorative and daring and which will result in an unusual, adventurous shopping experience, and also that pop-up retail is an ideal medium for satisfying this desire.

The participants responded positively to questions about pop-up retail's appeal as a form of social shopping. The participants indicated that they would visit a pop-up store because it is a place where they can socialise with friends or family members. It is interesting to note, however, that the participants reacted less positively towards the statement that they would visit a pop-up store because it is a place where they can socialise with family and friends, in comparison to the same statement that referred to friends alone. Hence, young consumers prefer pop-up retail shopping with friends rather than with family members. This supports the findings of Wiese (2004:190), who found that 49% of her participants, belonging to the same age category as the participants in the present study, indicated that they liked shopping with friends, in comparison to 20% who indicated they liked to shop with family members. Arnolds and Reynolds (2003:70) also pointed out that consumers use shopping as a time to bond and socialise not only with friends and family, but also with other consumers through the sharing of emotions elicited from the shopping experience. This was evident at a pop-up shop in South Africa where the owner noticed non-related consumers sharing comments and emotions on the experiences they were having at the pop-up store (Janse van Vuuren, 2011:9). This correlation provides evidence that hedonic desires are related to impulse intentions to visit pop-up stores, and that pop-up retail is perceived as a medium that stimulates social shopping desires of consumers.

The third measure of hedonic shopping motivations was gratification shopping. The findings showed that the participants viewed pop-up retail as a place where they can escape from reality, and they viewed it as a form of retail therapy as assumed by Hausman (2000:418). Most of the participants also revealed that pop-up stores were places where they could go to spoil themselves, supporting another statement by Hausman (2000:409), namely that consumers shop to reward themselves. In the study done by Wiese (2004:174) on consumer preferences and buying patterns of South African students, apparel was identified as the fourth most important monthly spending item of this consumer group, following basic necessities, groceries and transport. Consumers may thus like the idea of visiting pop-up stores to spoil themselves with apparel products.

Another measurement of hedonic desires was the question whether participants would visit a pop-up store because they thought it was wonderful for amusement and entertainment. The majority of the participants agreed. This is an indication that consumers perceive pop-up retail as a form of entertainment shopping or recreation. This confirms consumers' desire for being entertained by their shopping environment, as noted by Pine and Gilmore (1998:431), Feig (2006:149) and Okonkwe (2007:89). The conclusion may be made that pop-up retail can be regarded as a form of recreation and considered a retail medium that satisfies consumers' gratification shopping needs.

The last hedonic shopping desire tested was finding out whether idea shopping was positively related to impulse intention. The responses indicated that pop-up retail was seen as trendy and also as a place where consumers could go to be kept updated about the latest fashion. The respondents also indicated that they would visit a pop-up store because of this. These findings indicate that the majority of the participants had a need to be acquainted with the latest fashion. One may conclude that pop-up retail could be an information tool for consumers to acquire knowledge on the latest fashion trends. Pop-up retail is therefore a good representative of idea shopping. Thus, all of the above hedonic variables are positively related to consumers' impulse intention to visit pop-up stores.

Hypothesis 2c proposed that consumer innovativeness is positively related to impulse intention. The correlation coefficient was 0.48 and was significant at the $p < 0.0001$ level. This indicates that there is a positive relationship between consumer innovativeness and impulse intention towards visiting a pop-up store. It appears that the majority of the participants had tendencies towards consumer innovativeness, as they portrayed several of the characteristics identified as innovative behaviour in previous studies. The participants indicated that they used stores as a source of information and that they were keen on finding out about the latest products and services available. This is consistent with findings by Vrechopolous, Siomkos and Doukdis (2001:143), who found that innovators are always seeking new information about innovations. Most of them also indicated that they are constantly on the lookout for new product experiences as well as stores that are different and unusual. Innovators seek novel situations and have a positive attitude towards change (Foxall & Goldsmith, 1994:40). Goldsmith, Freiden and Eastman (1995) argued that consumer innovativeness is also significantly related to new apparel purchases. Findings in the present study confirmed that the majority of the participants would want to visit a pop-up store because it would offer them the opportunity to socialise with friends, family and other consumers. This is consistent with consumer innovativeness that comprises consumers with high social status and who enjoy socialising, even in their shopping environment (Shimp, 2003:164). Innovators are the first ones to adopt an innovation. Findings in this study suggest that this group of participants can be classified as consumers with innovative tendencies, as the majority portrayed the characteristics of innovators as identified by Rogers (1995:22). One can therefore believe that innovators will have impulse intentions to visit pop-up stores when they spot them. Testing of H1c supported this relationship.

6.2.4 Recommendations to marketers and retailers for the use of pop-up retail

Retailers should realise the importance of mood or emotional states, hedonic shopping desires and consumer innovativeness when developing and marketing pop-up retail. They

should alter their marketing activities and retail offerings within their activities and pop-up store to an environment that would satisfy these needs. Although pop-up stores influence consumers' moods positively, retailers should still try to engage hedonic-oriented consumers visiting a pop-up store in the store activities for fun, as this would increase the possibility of a positive outcome and the likelihood of impulse intentions. Close attention should also be paid to the timing of the launching of the store, as the probability of the target market visiting a pop-up store on impulse might be better when they experience a positive mood (Rook & Gardner, 1993; Park, 2002:29).

Marketers can take advantage of the fact that it could also change (lift) a negative mood. They should advertise pop-up retail with the focus on this to further enhance the impulse intentions of consumers. Retailers should further ensure that they are aiming not only at satisfying consumers' product or service needs, but that they are providing a shopping environment that will result in a memorable experience for consumers, by combining the shopping experience with entertainment. They should stress the non-economic rewards of pop-up retail and make shopping fun. Retailers can benefit from knowing that friends are the main shopping companions as a shopping companion can alter the shopping behaviour of the other person. It is therefore important that retailers also study the behaviour of these consumers' shopping companions. Retailers planning on opening a pop-up store should target consumers between the ages of 17 and 31, as most of them portray a high measure of innovative behaviour. This group of consumers is continuously seeking new products, ideas, experiences and information, and would engage in impulse behaviour in order to satisfy these needs. Targeting this group will most probably result in success, as pop-up stores satisfy these needs. Consumers have a yearning for entertainment when they shop. Pop-up retailers should assure that they adhere to this, as consumers perceive pop-up retail as satisfactory with regard to entertainment. Retailers can make use of elements such as music, interactivity, unique scenery and styling tips and advice, to name but a few examples that can be incorporated.

6.2.5 Hypothesis 3: External factors are positively related to consumers' impulse intention to visit pop-up stores

The external factors relate to observable features that include store location, exterior look and store environment. Hypothesis 3 deals with one of these external factors of pop-up stores (namely exterior store design) and whether it would enhance impulse intentions among consumers, as assumed by Underhill (1999:161), who believes that nearly all unplanned behaviour is a result of the consumer seeing something that promises pleasure or total fulfilment. The results for H3 supported the positive relationship between exterior store

design and impulse intention to visit a pop-up store, with a correlation coefficient of 0.48 significant at the $p < 0.0001$ level.

The participants in this study found the look of a pop-up store interesting as the vast majority agreed with the statement that they would want to visit pop-up stores because they looks interesting. Something that one finds interesting usually leads to curiosity and an intention to find out what it is all about (Cant, 2010b:54). This is an indication that the exterior look of pop-up stores plays a vital role in consumers' decision to visit a store. This finding supports those of a study done by Gilmore *et al*, (2001:210), where the majority of their participants revealed that the look and feel of a store was important in their choice of store. Most of the participants in the current study also stated that they would visit a pop-up store because it is eye-catching. Something is termed eye-catching when it stands out from the rest or has a unique factor to it that makes it easily identifiable among similar items. The fact that participants view pop-up stores as eye-catching indicates that it may be a good medium for satisfaction regarding store novelty. This is further supported through positive responses from the participants in the current study who indicated that they would visit a pop-up store because of the unusual exterior looks. This is consistent with the findings of Hines and Bruce (2007:152), who discovered that a unique shopping environment influences a consumer's store choice decision. There is indeed a growing need among consumers to seek novelty in their shopping environment, and the exterior look of a store plays a determining role in their judgement.

Responses to whether or not participants would visit pop-up stores because it is in interesting places or venues also had a significantly positive response, with almost 90% of the participants supporting the statement. This is consistent with the findings of Bäckström and Johansson (2006:425), who found in their study the exterior store design to be of amplified importance in a retail setting among the younger consumers, who were also students. One can conclude that the exterior look of a store plays a determining role in store choice, and that an unusual store environment such as pop-up stores might incite consumers to act on impulse.

6.2.6 Recommendations to marketers and retailers for the use of pop-up retail

Retailers can manipulate environmental cues to create specific and immediate responses from consumers to stay, browse and purchase – as evident through the interpretations above. They should make sure that the exterior design of the pop-up store triggers the interest of consumers. The storefront thus need not only be appealing but needs to have a unique or novel factor to it that sets it apart from others and cause a desire in the consumer

to check it out. Consumers would visit a pop-up store if it has an interesting and novel exterior look and often use this as the determining factor to select a store. Elements that might help accomplish this are exterior store branding, window displays, store design, venues, images, graphics and logos as well as the brightness and colours of the patterns and designs. Close attention should also be paid to the overall environment of the store (location, venue and placement) as it also plays a significant role in consumers' store choice. The venue should be unique (in a shipping container, tour bus, skyscraper etc.) and the location and placement conveniently unexpected (in the middle of a busy sidewalk, amidst a good residential area, or in parts of a city that are under-used).

6.2.7 Hypothesis 4: Characteristics of an innovation, internal factors and external factors will positively affect consumers' impulse intention to visit pop-up stores

In hypothesis 4, the relationships between the independent variables, characteristics of an innovation (relative advantage, trialability, observability, low complexity and compatibility), internal factors (positive mood or emotional state, hedonic desires and consumer innovativeness) and external factors (exterior store design), on the one hand, and consumers' impulse intention to visit a pop-up store on the other, were tested. All previous hypotheses set for this study were fully supported by the findings. Some variables within these hypotheses had a more positive affect than others. Multiple regression indicated that observability ($b = 0.30$, $p < 0.0001$), compatibility ($b = 0.28$, $p < 0.0001$), consumer innovativeness ($b = 0.17$, $p = 0.0001$) and exterior store design ($b = 0.20$, $p = 0.0002$) were statistically significant at the $p < 0.0001$ level, and were more predictive for impulse intention to visit a pop-up store. Relative advantage, trialability, low complexity, positive mood or emotional state and hedonic desires had no significant positive impact for predicting impulse intention to visit a pop-up store. This is an indication that in order to attract consumers to pop-up stores, retailers need to focus on aspects in the apparel retail environment that satisfy the need for new and unusual shopping experiences through emphasis on attractive visual designs and abnormal venues, making it easily accessible and observable to those who pass by. An emphasis on elements that will make the store compatible with the shopping habits of consumers and give them memorable encounter should also be a focus.

6.3 IMPLICATIONS FOR FUTURE RESEARCH

There is a need for future research to study different forms of pop-up retail venues in order to determine those most effective and successful in the South African context. This would serve as a guide for South African retailers and marketers. This would be beneficial, as the literature indicated that South African consumers found certain forms of pop-up (i.e. the store in Cape Town imitating a shack) to be undesirable (OPEN TEXT CORPORATION, 2008b:1).

Secondly, there were approximately three quarters of female participants and diverse ethnic background such as 61% of the participants reported them being Whites/Caucasian, and 36% being Africans/Blacks. Thus, it could be more informative should comparison analyses based on gender as well as ethnic groups be run for future research.

Future research could also be done where the researcher actually sets up or gets access to a real pop-up store in South Africa. This will enable participants to answer questions on trialability, observability and complexity with more ease and reliability as the images used in this study were also not only of pop-up store in South Africa. Images of real pop-up stores from South Africa or access to an actual pop-up store locally, will serve as a basis to further test the impulse intention model towards visiting a pop-up store, that was developed in the present study, with the aim of establishing it as a valuable tool for future apparel-related impulse intentions. The model may also be tested for its ability to predict actual behaviour instead of intentions. In this way it would also contribute to the studying and testing of consumer behaviour.

A comparison study of findings from the present study with those from a developed country or another developing country might also provide valuable insight on consumer intentions and behaviour with regard to similarities and differences among consumers from various countries.

6.4 LIMITATIONS OF THE RESEARCH

There were several limitations to the study. Firstly, only students (a wide variety) enrolled at a tertiary institution in Pretoria, were included in the sample. This sample is not representative of all South Africans belonging to the group most likely to portray innovative behaviour, and this limits generalisation of the results to the whole population. However, the

sample was appropriate for the purpose of the study because these students were expected to demonstrate innovative tendencies. Secondly, the study explored only impulse intention; patronage intention was not studied, which might be closer to the real behaviour of many towards visiting pop-up retail. Further research is needed in this regard, especially in other cities or tertiary institutions in the country, to determine with certainty the intentions of young South African consumers towards visiting pop-up retail. Setting up an actual pop-up store and asking visitors to participate might give more clarity on the influence of certain variables and a better indication of intention and even behaviour towards pop-up retail. Visiting one pop-up store may not reflect intentions to try others. Therefore, behavioural patterns towards future patronage of pop-up stores may not be determined from the present study.

Thirdly, the items used were adapted from existing scales used to measure the characteristics of innovation (Moore & Benbasat, 1991; Niehm *et al*, 2007; Akturan & Tezcan, 2010); internal and external factors (Arnold & Reynolds, 2003; Kim, 2003; Niehm *et al*, 2010), and impulse intention (Kim, 2003; Niehm *et al*, 2007). Some of the items were identified as difficult to answer or relate to, due to the novelty of pop-up retail in South Africa. To clarify certain phrases or concepts the wording needed to be changed to suit the South African context. Certain items were also added to the scale.

Finally, exploratory factor analysis is typically run for heavily adapted and new scales, but because mainly validated scales were used and variables had been found to be reliable in past studies, only confirmatory factor analysis was run for the present study. The CFA answered the question whether the data fitted the prescribed factor pattern. *The CFA was appropriate to use because the researcher had some knowledge of the underlying latent variable structure and the CFA determined the adequacy of its “goodness-of-fit” to the sample data.*

6.5 FINAL CONCLUSION

This study primarily explained the relationship between identified factors and impulse intentions toward visiting a pop-up store. The results revealed the pivotal relationship between young consumers' impulse intentions towards visiting a pop-up store and characteristics of pop-up retail as an innovation, internal factors within consumers as well as external factors relating to the retail setting. These three variables (influencing elements) thus serve as motivators to visit a pop-up store. This study suggests that young South African consumers would appreciate and utilise pop-up retail facilities and that these stores

will contribute to impulse intentions among consumers. One can conclude that there is a need for pop-up retail in South Africa and that the right control by retailers and marketers over these identified influencing variables will result in great pop-up retail success and a significant increase in apparel impulse buying.

Despite the limitations discussed in 6.5 above, the aim of this study was achieved. This study adds value to the existing knowledge base on consumer decision-making and consumer science in South Africa. It is also useful for marketers and retailers who want to improve their marketing campaign, retail setting or understanding regarding consumers' impulse intention.

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APPENDIX A: PILOT TESTING OF IMAGES



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Dear Participant

I am doing my dissertation on pop-up retailing and will make use of the pictures you will find on the CD. In order to assure the most effective results for my study, I would like to first test these pictures to assure that it provides a high level of external validity. Pop-up retail will be defined by providing a written description as an introduction to the questionnaire.

I would value your opinion as part of my research and would appreciate it if you could find time to complete the enclosed questionnaire referring to the pictures, while looking at them on your computer. It will take approximately 6 minutes to complete. There are no right or wrong answers and I am only interested in your opinion. You are requested to fill in the questionnaire as freely and honestly as possible. You may stop participating at any given time if you do not feel like continuing. Your responses will be confidential and individual responses will not be reported.

Yours sincerely

Miri Engelbrecht

If you have any questions, you are more than welcome to ask now or contact me at 083 385 2507 or miriengelbrecht@gmail.com.

INTRODUCTION

Pop-up retail is a new marketing concept that was first introduced in 2003 and moved to South Africa only in 2007. It entails the opening of a store which is located in a **unique venue** (tour buses, river boats, shipping containers etc), vacant storefronts, and situated in a **specific targeted area**. The opening of these stores is not usually **announced** through traditional formats such as newspaper or TV ads. Instead, retailers depend on other consumers to spread the word through word-of-mouth messages. These stores also have a **limited lifespan** and are known to be open for a few days to months before they disappear again (also mostly unannounced). Retailers use these stores to quickly **introduce new products or services** that may or may not be found in traditional stores later, or giving **products from Internet stores** some exposure. These stores are **unexpected, exclusive, entertaining, interesting**, and offer consumer **exciting shopping experiences**. The products offered in these stores differ from those in the traditional branches, offering consumers something exclusive and encouraging them to get the product 'while it lasts'. They usually include many well-informed brand representatives and allow the customer to closely inspect and try the product.

To what extent does this store look ...		Not at all						Extremely		
1.	different than traditional stores because of the venue?	1	2	3	4	5	6	7		
1.1	Figure 1								1.1	
1.2	Figure 2								1.2	
1.3	Figure 3								1.3	
1.4	Figure 4								1.4	
1.5	Figure 5								1.5	
1.6	Figure 6								1.6	
1.7	Figure 7								1.7	
1.8	Figure 8								1.8	
1.9	Figure 9								1.9	
1.10	Figure 10								1.10	
1.11	Figure 11								1.11	
1.12	Figure 12								1.12	
1.13	Figure 13								1.13	
1.14	Figure 14								1.14	
2.	permanent?	1	2	3	4	5	6	7		
2.1	Figure 1								2.1	
2.2	Figure 2								2.2	
2.3	Figure 3								2.3	
2.4	Figure 4								2.4	
2.5	Figure 5								2.5	
2.6	Figure 6								2.6	
2.7	Figure 7								2.7	
2.8	Figure 8								2.8	
2.9	Figure 9								2.9	
2.10	Figure 10								2.10	
2.11	Figure 11								2.11	
2.12	Figure 12								2.12	
2.13	Figure 13								2.13	
2.14	Figure 14								2.14	
3.	like a fun experience?	1	2	3	4	5	6	7		
3.1	Figure 1								3.1	
3.2	Figure 2								3.2	
3.3	Figure 3								3.3	
3.4	Figure 4								3.4	
3.5	Figure 5								3.5	
3.6	Figure 6								3.6	
3.7	Figure 7								3.7	
3.8	Figure 8								3.8	
3.9	Figure 9								3.9	
3.10	Figure 10								3.10	
3.11	Figure 11								3.11	
3.12	Figure 12								3.12	
3.13	Figure 13								3.13	
3.14	Figure 14								3.14	
4.	interesting to you?	1	2	3	4	5	6	7		
4.1	Figure 1								4.1	
4.2	Figure 2								4.2	
4.3	Figure 3								4.3	
4.4	Figure 4								4.4	
4.5	Figure 5								4.5	
4.6	Figure 6								4.6	
4.7	Figure 7								4.7	

4.8	Figure 8								4.8	
4.9	Figure 9								4.9	
4.10	Figure 10								4.10	
4.11	Figure 11								4.11	
4.12	Figure 12								4.12	
4.13	Figure 13								4.13	
4.14	Figure 14								4.14	
5.	unique in the sense of “one of a kind”?	1	2	3	4	5	6	7		
5.1	Figure 1								5.1	
5.2	Figure 2								5.2	
5.3	Figure 3								5.3	
5.4	Figure 4								5.4	
5.5	Figure 5								5.5	
5.6	Figure 6								5.6	
5.7	Figure 7								5.7	
5.8	Figure 8								5.8	
5.9	Figure 9								5.9	
5.10	Figure 10								5.10	
5.11	Figure 11								5.11	
5.12	Figure 12								5.12	
5.13	Figure 13								5.13	
5.14	Figure 14								5.14	
6.	exclusive?	1	2	3	4	5	6	7		
6.1	Figure 1								6.1	
6.2	Figure 2								6.2	
6.3	Figure 3								6.3	
6.4	Figure 4								6.4	
6.5	Figure 5								6.5	
6.6	Figure 6								6.6	
6.7	Figure 7								6.7	
6.8	Figure 8								6.8	
6.9	Figure 9								6.9	
6.10	Figure 10								6.10	
6.11	Figure 11								6.11	
6.12	Figure 12								6.12	
6.13	Figure 13								6.13	
6.14	Figure 14								6.14	
7.	entertaining?	1	2	3	4	5	6	7		
7.1	Figure 1								7.1	
7.2	Figure 2								7.2	
7.3	Figure 3								7.3	
7.4	Figure 4								7.4	
7.5	Figure 5								7.5	
7.6	Figure 6								7.6	
7.7	Figure 7								7.7	
7.8	Figure 8								7.8	
7.9	Figure 9								7.9	
7.10	Figure 10								7.10	
7.11	Figure 11								7.11	
7.12	Figure 12								7.12	
7.13	Figure 13								7.13	
7.14	Figure 14								7.14	
8.	eye-catching?	1	2	3	4	5	6	7		
8.1	Figure 1								8.1	
8.2	Figure 2								8.2	
8.3	Figure 3								8.3	
8.4	Figure 4								8.4	
8.5	Figure 5								8.5	

8.6	Figure 6									8.6	
8.7	Figure 7									8.7	
8.8	Figure 8									8.8	
8.9	Figure 9									8.9	
8.10	Figure 10									8.10	
8.11	Figure 11									8.11	
8.12	Figure 12									8.12	
8.13	Figure 13									8.13	
8.14	Figure 14									8.14	
9.	like it promises an exciting experience?	1	2	3	4	5	6	7			
9.1	Figure 1									9.1	
9.2	Figure 2									9.2	
9.3	Figure 3									9.3	
9.4	Figure 4									9.4	
9.5	Figure 5									9.5	
9.6	Figure 6									9.6	
9.7	Figure 7									9.7	
9.8	Figure 8									9.8	
9.9	Figure 9									9.9	
9.10	Figure 10									9.10	
9.11	Figure 11									9.11	
9.12	Figure 12									9.12	
9.13	Figure 13									9.13	
9.14	Figure 14									9.14	
10.	something you have never seen or experienced before?	1	2	3	4	5	6	7			
10.1	Figure 1									10.1	
10.2	Figure 2									10.2	
10.3	Figure 3									10.3	
10.4	Figure 4									10.4	
10.5	Figure 5									10.5	
10.6	Figure 6									10.6	
10.7	Figure 7									10.7	
10.8	Figure 8									10.8	
10.9	Figure 9									10.9	
10.10	Figure 10									10.10	
10.11	Figure 11									10.11	
10.12	Figure 12									10.12	
10.13	Figure 13									10.13	
10.14	Figure 14									10.14	
11.	like something you could tell your friends about?	1	2	3	4	5	6	7			
11.1	Figure 1									11.1	
11.2	Figure 2									11.2	
11.3	Figure 3									11.3	
11.4	Figure 4									11.4	
11.5	Figure 5									11.5	
11.6	Figure 6									11.6	
11.7	Figure 7									11.7	
11.8	Figure 8									11.8	
11.9	Figure 9									11.9	
11.10	Figure 10									11.10	
11.11	Figure 11									11.11	
11.12	Figure 12									11.12	
11.13	Figure 13									11.13	
11.14	Figure 14									11.14	

12.	like a store that could appear on the streets in South Africa?	1	2	3	4	5	6	7		
12.1	Figure 1								12.1	
12.2	Figure 2								12.2	
12.3	Figure 3								12.3	
12.4	Figure 4								12.4	
12.5	Figure 5								12.5	
12.6	Figure 6								12.6	
12.7	Figure 7								12.7	
12.8	Figure 8								12.8	
12.9	Figure 9								12.9	
12.10	Figure 10								12.10	
12.11	Figure 11								12.11	
12.12	Figure 12								12.12	
12.13	Figure 13								12.13	
12.14	Figure 14								12.14	
13.	like a good representation of pop-up stores?	1	2	3	4	5	6	7		
13.1	Figure 1								13.1	
13.2	Figure 2								13.2	
13.3	Figure 3								13.3	
13.4	Figure 4								13.4	
13.5	Figure 5								13.5	
13.6	Figure 6								13.6	
13.7	Figure 7								13.7	
13.8	Figure 8								13.8	
13.9	Figure 9								13.9	
13.10	Figure 10								13.10	
13.11	Figure 11								13.11	
13.12	Figure 12								13.12	
13.13	Figure 13								13.13	
13.14	Figure 14								13.14	

THANK YOU FOR YOUR PARTICIPATION!

APPENDIX B: FIGURES - YOUNG SOUTH AFRICAN CONSUMERS' IMPULSE INTENTION TOWARD VISITING POP-UP STORES

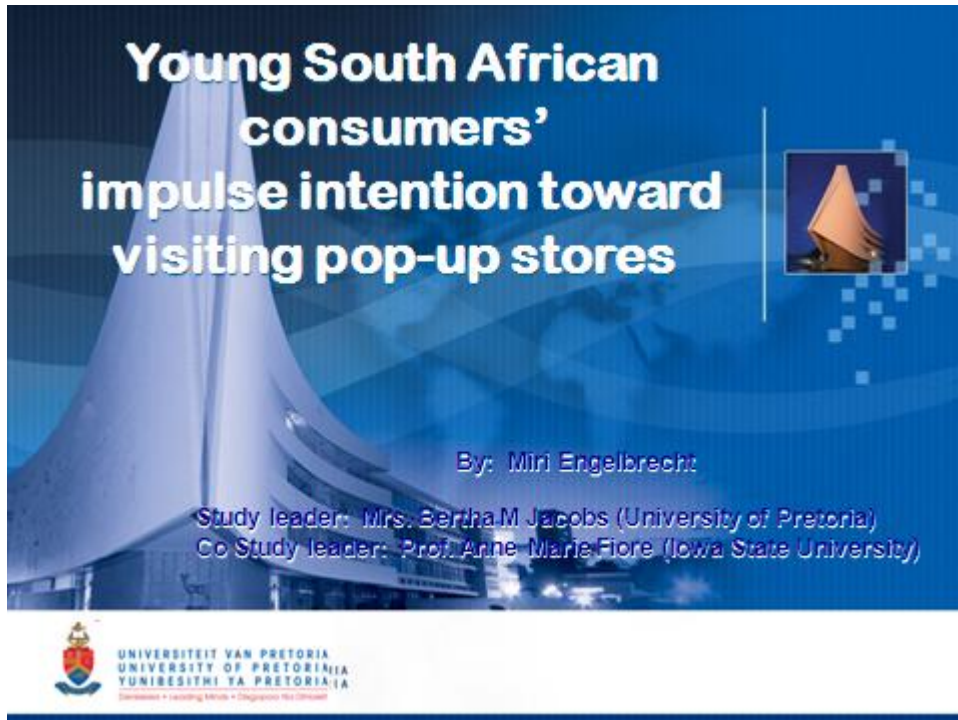


Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

Laforet

HARAJUKU

2008.4.21 [mon]~5.6[tue]



Figure 7



Figure 8



Figure 9



Figure 10



Figure 11



Figure 12



Figure 13



Figure 14



THANK YOU...

for participating.
I sincerely appreciate your time and effort.

APPENDIX C: QUESTIONNAIRE



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YUNIBESITHI YA PRETORIA

Dear Participant

I am undertaking Masters studies at the University of Pretoria in the field of Clothing Retail Management and am doing my research on young South African consumers' responses to pop-up retail, a new way of marketing products. Pop-up retail will be defined by showing you a short slide show and providing a written description as an introduction to the questionnaire. I would value your opinion as part of my research and would appreciate it if you could find time to complete the enclosed questionnaire. It will take approximately 10-15 minutes to complete. There are no right or wrong answers and I am only interested in your opinion. You are requested to fill in the questionnaire as freely and honestly as possible. You may stop participating at any given time if you do not feel like continuing. Your responses will be confidential and individual responses will not be reported.

Findings of this study will be used to provide insight into consumer responses to pop-up retailing that might lead to more effective and continuous use of this new marketing format in South Africa.

Yours sincerely

Miri Retief

If you have any questions, you are more than welcome to ask now or contact me at 083 385 2507 or miriengelbrecht@gmail.com.

Pop-up retail is ...

... a new marketing concept that was first introduced in 2003 and moved to South Africa only in 2007. It entails the opening of a store which is located in a **unique venue** (tour buses, river boats, shipping containers etc), vacant storefronts, and situated in a **specific targeted area**. The opening of these stores is not usually **announced** through traditional formats such as newspaper or TV ads. Instead, retailers depend on other consumers to spread the word through word-of-mouth messages. These stores also have a **limited lifespan** and are known to be open for a few days to months before they disappear again (also mostly unannounced). Retailers use these stores to quickly **introduce new products or services** that may or may not be found in traditional stores later, or to give **products from Internet stores** some exposure. These stores are **unexpected, exclusive, entertaining, interesting**, and offer consumer **exciting shopping experiences**. The products offered in these stores differ from those in the traditional branches, offering consumers something exclusive and encouraging them to get the products 'while it lasts'. They usually include many well-informed brand representatives and allow the customer to closely inspect and try the product.

Respondent number (Office use only)

--	--	--

V0	
----	--

Please indicate the following demographic details by filling in the answer or marking "X" against appropriate answers in the space provided.

1. Age

_____ years.

V1	
----	--

2. Gender

Male	
Female	

V2	
----	--

3. Ethnic group

Black	
White	
Coloured	
Asian	
Chinese	
Other	

V3	
----	--

Please make use of the scales provided to answer the following questions:

		Strongly Disagree							Strongly Agree
4.	I would visit a pop-up store because it ...	1	2	3	4	5	6	7	
4.1	is adventurous, daring and something to explore.								
4.2	is an experience I don't want to miss.								
4.3	is somewhere I can shop with my friends and family to socialize.								
4.4	is something to experience with my friends.								
4.5	is an escape from reality.								
4.6	is somewhere I could go to spoil myself.								
4.7	is wonderful for amusement and entertainment.								
4.8	will keep me updated with the latest fashion.								
4.9	is trendy.								
4.10	looks interesting.								
4.11	is eye-catching.								
4.12	is in interesting places or venues.								
4.13	has unusual exterior looks.								

V4.1	
V4.2	
V4.3	
V4.4	
V4.5	
V4.6	
V4.7	
V4.8	
V4.9	
V4.10	
V4.11	
V4.12	
V4.13	

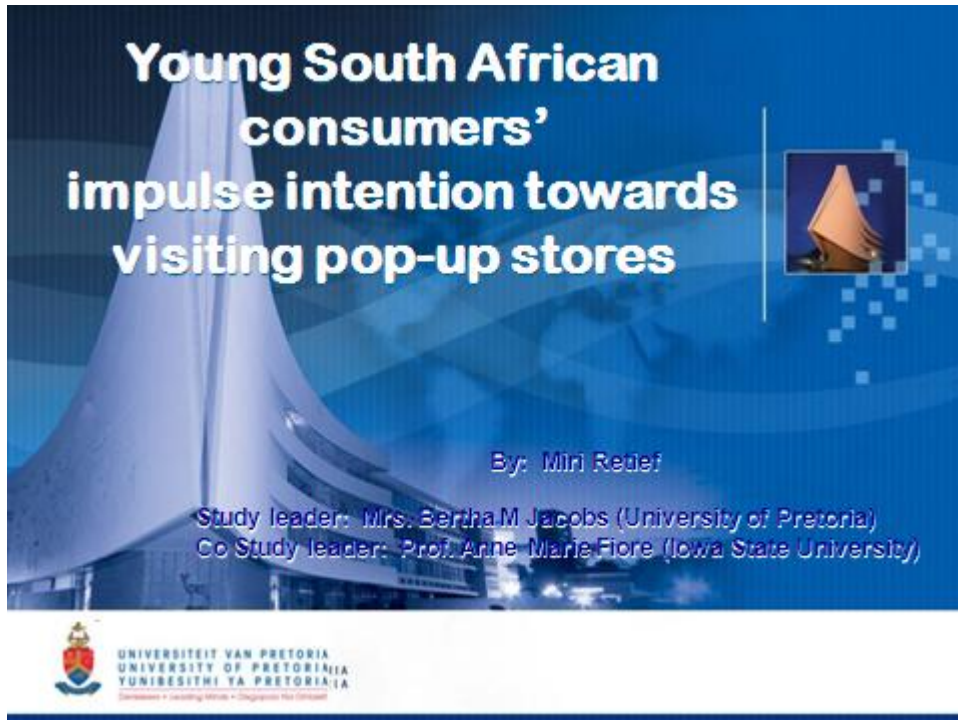
		Strongly Disagree							Strongly Agree
5.	Visiting a pop-up store would ...	1	2	3	4	5	6	7	
5.1	lift my mood.								V5.1
5.2	excite and thrill me.								V5.2
5.3	happen when I am in a good mood.								V5.3
5.4	make me feel happy and cheerful.								V5.4
5.5	have no effect on my mood.								V5.5
6.	I like to ...	1	2	3	4	5	6	7	
6.1	visit stores with new and exciting products and services.								V6.1
6.2	visit stores that give a lot of new information about products or services.								V6.2
6.3	seek out new product experiences.								V6.3
6.4	look for stores that are different and unusual when I hear about them.								V6.4
7.	Pop-up stores ...	1	2	3	4	5	6	7	
7.1	offer products or services that differ from regular stores.								V7.1
7.2	allow consumers to sneak-preview products before anyone else.								V7.2
7.3	have the disadvantage that they might not be there tomorrow.								V7.3
7.4	would impress my friends and family.								V7.4
7.5	are more interesting than checking out new products at regular retail stores.								V7.5
7.6	would improve the quality of my shopping experiences.								V7.6
7.7	would make it easier to do my shopping.								V7.7
7.8	would be advantageous in my life overall.								V7.8
7.9	would not take much effort to try out.								V7.9
7.10	would allow the consumer to spend time just looking without having to buy.								V7.10
7.11	would allow consumers to just see what they are all about.								V7.11
7.12	offer an opportunity to test products before committing to buying them.								V7.12

		Strongly Disagree							Strongly Agree
8.	Pop-up stores provide ...	1	2	3	4	5	6	7	
8.1	a great shopping experience to consumers.								V8.1
8.2	enjoyment for those who visit them.								V8.2
8.3	something new that consumers would like.								V8.3
8.4	a memorable experience.								V8.4
8.5	informed and available brand representatives to help you understand the concept and products.								V8.5
8.6	locations that are easily found.								V8.6
8.7	accessible locations.								V8.7
8.8	signage that clearly tells you what brands are offered.								V8.8
8.9	a store basically like other stores.								V8.9
9.	Pop-up stores are similar to traditional stores in that ...	1	2	3	4	5	6	7	
9.1	I can compare products.								V9.1
9.2	they have clothing items I can try on.								V9.2
9.3	products are visually displayed and I can clearly see and touch them.								V9.3
9.4	it is branded with brands I know.								V9.4
10.	Pop-up retail ...	1	2	3	4	5	6	7	
10.1	sounds like a straightforward concept.								V10.1
10.2	fits into my lifestyle.								V10.2
10.3	is made easy with all the signage used.								V10.3
10.4	is compatible with all aspects of the way I like to shop.								V10.4
10.5	is compatible with my current life situation.								V10.5
10.6	fits well with the way I like to shop.								V10.6

		Strongly Disagree							Strongly Agree
11.	I might ...	1	2	3	4	5	6	7	
11.1	spontaneously visit a pop-up store.								V11.1
11.2	without planning feel like experiencing a pop-up store.								V11.2
11.3	have difficulty controlling my willingness to visit a pop-store when I spot one.								V11.3
11.4	make use of the opportunity to visit a pop-up store if I see one.								V11.4
12.	I would ...	1	2	3	4	5	6	7	
12.1	be willing to look for products in pop-up stores that open in my area.								V12.1
12.2	definitely want to visit a pop-up store.								V12.2
12.3	want to experience a pop-up store if I became aware of one.								V12.3
12.4	not try pop-up stores that open in my area.								V12.4
12.5	probably try out a pop-up store when I see one.								V12.5
13.	I have ...	1	2	3	4	5	6	7	
13.1	the opportunity to try pop-up stores.								V13.1
13.2	not heard much talk about experiences at pop-up stores.								V13.2
13.3	knowledge of people who would try pop-up stores.								V13.3
13.4	an idea where I can go to try out pop-up retail in future.								V13.4
13.5	no difficulty visiting pop-up stores since they are similar to regular stores.								V13.5

THANK YOU FOR YOUR PARTICIPATION!!

APPENDIX D: PRESENTATION - YOUNG SOUTH AFRICAN CONSUMERS' IMPULSE INTENTION TOWARDS VISITING POP-UP STORES



The slide features a blue background with a white, stylized, conical structure on the left. The title is in large white text. A small inset image shows a white, conical structure on a boat. The author's name is in blue text. The study leaders' names are in white text. The University of Pretoria logo is at the bottom left.

Young South African consumers' impulse intention towards visiting pop-up stores

By: Miri Retief

Study leader: Mrs. Bertha M Jacobs (University of Pretoria)
Co Study leader: Prof. Anne Marie Fiore (Iowa State University)

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

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, river boat, 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 it disappears
- ❑ The opening is mostly **unannounced** and retailers depend on other consumers to spread the word through word-of-mouth messages.
- ❑ These stores do not necessarily sell products but offer the customers the opportunity to fit and order products they're 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.

Adidas marketed its new skateboard clothing range via an old Volkswagen that has been customized with prints inspired by skating legend Mark Gonzales.



The first puma pop-up shop in South Africa



Puma pop-up city



A transportable pop-up shop, located in a shipping container where people can buy items through vending machines, interact with celebrities & bid on a limited-edition charity bear designed by Markus Lupfer.





Sneaker Lover pop-up shop, featuring ranges from New Balance, Champion & G-Shock



A Nike pop-up shop.



Pop-up stores in vacant spaces in shopping malls.



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 shop has a solar H2O heating system, is lighted well and has projectors surrounding the inside walls, also showing off merchandise.



An Illy coffee shop that opens up & 'disappears' by the press of a button.





Kiosk where people could create their own pair of sandals.



VBOX, selling brands like Puma & Prada. Equipped with a iMac, iPod & HiFi system, making it very funky.



Vending machine in the middle of a busy street where people could buy clearly branded sport sneakers in a matter of minutes.



Sneaker vending machine



Your participation will enable me to do this study. I truly appreciate your time and effort.

APPENDIX E: RESULTS OF PILOT TEST (QUESTIONNAIRE)

CONSTRUCT	ITEMS	OMITTED	CHANGED AFTER PILOT TEST	CORRELATION WITH TOTAL	CRONBACH ALPHA RELATION WITH VARIABLE	CRONBACH ALPHA BEFORE ITEMS WERE OMITTED	FINAL CRONBACH ALPHA	MEAN	STD DEV
		Items that negatively influenced the consistency/ reliability of the construct were omitted or changed for more clarity.							
Relative advantage	Pop-up stores ...					0.73	0.76	5.32	1
V7_1	offer products or services that I can't get in regular stores		to offer products or services that differ from regular stores	0.46	0.74				
V7_2	allow consumers to see products before anyone else		to allow consumers to sneak-preview products before anyone else	0.46	0.74				
V7_3	have the disadvantage that they might not be there tomorrow	x		0.15	0.76				
V7_4	would impress my friends and family			0.49	0.73				
V7_5	are more interesting than checking out new products at regular retail stores			0.56	0.72				
V7_6	would improve the quality of my shopping experiences			0.60	0.70				
V7_8	would be advantageous in my life overall			0.48	0.74				
Trialability	Pop-up stores ...					0.62	0.62	4.84	1.01
V7_9	would not take much time or effort to try out		to would not take much effort to try out	0.33	0.58				
V7_10	would allow consumers to spend time just looking without having to buy			0.46	0.54				
V7_11	would allow consumers to just see what they are all about			0.41	0.56				
V7_12	offer an opportunity to test products before committing to buying them			0.41	0.55				
	I have ...								
V13_1	the opportunity to try out pop-up stores			0.28	0.61				
V13_4	I know where I can go to satisfactorily try out pop-up retail		to an idea where I can go to try out pop-up retail in future	0.30	0.60				

CONSTRUCT	ITEMS	OMITTED	CHANGED AFTER PILOT TEST	CORRELATION WITH TOTAL	CRONBACH ALPHA RELATION WITH VARIABLE	CRONBACH ALPHA BEFORE ITEMS WERE OMITTED	FINAL CRONBACH ALPHA	MEAN	STD DEV
			Items that negatively influenced the consistency/ reliability of the construct were omitted or changed for more clarity.						
Observability	Pop-up stores provide ...					0.62	0.87	5.97	1.02
V8_1	a great shopping experience to consumers			0.72	0.84				
V8_2	enjoyment for those who partake in them		to enjoyment for those who visit them	0.76	0.82				
V8_3	something new that consumers would like			0.76	0.82				
V8_4	a memorable experience			0.67	0.85				
	I have ...								
V13_2	not heard much talk about experiences at pop-up stores	x		0.13	0.71				
V13_3	knowledge of people who have tried pop-up retail	x	to knowledge of people who would try pop-up stores	0.19	0.87				
Low Complexity	Pop-up stores ...					0.74	0.74	4.86	0.95
V7_7	would make it easier to do my shopping			0.39	0.73				
	Pop-up stores provide ...								
V8_5	informed and available brand representatives to help you understand the concept and products			0.46	0.72				
V8_6	locations that are easily found			0.55	0.70				
V8_7	accessible locations			0.55	0.70				
V8_8	signage that clearly tells you what brands are offered			0.49	0.71				
V8_9	a store basically like other stores			0.31	0.74				
	I have ...								
V13_5	no difficulty visiting pop-up stores since they are similar to regular stores			0.29	0.75				
	Pop-up retail ...								
V10_1	is a straightforward idea		to sounds like a straightforward concept	0.42	0.72				
V10_3	is made easy with all the signage used			0.47	0.71				
Compatibility	Pop-up stores are like what I am used to in that ...		to Pop-up stores are similar to traditional stores in that...			0.84	0.84	5.11	1.13
V9_1	I can compare products			0.32	0.86				
V9_2	they have clothing items I can try on			0.49	0.84				
V9_3	products are visually displayed and I can clearly see			0.57	0.83				

CONSTRUCT	ITEMS	OMITTED	CHANGED AFTER PILOT TEST	CORRELATION WITH TOTAL	CRONBACH ALPHA RELATION WITH VARIABLE	CRONBACH ALPHA BEFORE ITEMS WERE OMITTED	FINAL CRONBACH ALPHA	MEAN	STD DEV
			Items that negatively influenced the consistency/ reliability of the construct were omitted or changed for more clarity.						
	and touch them								
V9_4	it is branded with brands I know			0.47	0.84				
	Pop-up retail ...								
V10_2	fits into my lifestyle			0.70	0.81				
V10_4	is compatible with all aspects of the way I like to shop			0.74	0.81				
V10_5	is compatible with my current life situation			0.70	0.81				
V10_6	fits well with the way I like to shop			0.69	0.81				
Positive mood or emotional states	Visiting a pop-up store would ...					0.72	0.85	5.28	1.25
V5_1	lift my mood...			0.73	0.77				
V5_2	excite and thrill me			0.75	0.76				
V5_3	most likely happen when I am in a good mood	x	to happen when I am in a good mood	0.32	0.73				
V5_4	make me feel happy and cheerful			0.67	0.83				
V5_5	have no effect on my mood	x		0.25	0.78				
Hedonic desires	I would visit a pop-up store because it ...					0.85	0.85	5.35	1.02
V4_1	is adventurous, daring and explorative		to is adventurous, daring and something to explore	0.53	0.84				
V4_2	is an experience that I might never have again		to is an experience I don't want to miss	0.64	0.83				
V4_3	is somewhere I can shop with my friends and family to socialise			0.58	0.83				
V4_4	is something to experience with my friends			0.66	0.83				
V4_5	is a distraction from my life for a little while		to is an escape from reality	0.45	0.85				
V4_6	is somewhere I could go to spoil myself			0.53	0.84				
V4_7	is wonderful for amusement and entertainment			0.62	0.83				
V4_8	will keep me updated with the latest fashion			0.60	0.83				
V4_9	is trendy			0.58	0.83				
Consumer innovative-ness	I like to ...					0.82	0.82	5.8	1.04
V6_1	visit stores with new and exciting products and services			0.67	0.77				
V6_2	visit stores that give information about new products or services		to visit stores that give a lot of new information about products or services	0.61	0.79				

CONSTRUCT	ITEMS	OMITTED	CHANGED AFTER PILOT TEST	CORRELATION WITH TOTAL	CRONBACH ALPHA RELATION WITH VARIABLE	CRONBACH ALPHA BEFORE ITEMS WERE OMITTED	FINAL CRONBACH ALPHA	MEAN	STD DEV
		Items that negatively influenced the consistency/ reliability of the construct were omitted or changed for more clarity.							
V6_3	seek out new product experiences			0.75	0.72				
V6_4	look for stores that are different and unusual when I hear about them			0.55	0.82				
Exterior store design	I would visit a pop-up store because it ...					0.79	0.79	6.25	0.86
V4_10	looks interesting			0.68	0.70				
V4_11	is eye-catching			0.67	0.71				
V4_12	is in interesting locations or venues		to is in interesting places or venues	0.57	0.75				
V4_13	has unusual exterior looks			0.5	0.79				
Impulse intentions	I might ...					0.79	0.79	5.76	1.12
V11_1	spontaneously visit a pop-up store			0.71	0.69				
V11_2	without planning feel like experiencing a pop-up store			0.65	0.71				
V11_3	have difficulty controlling my urge to visit a pop-up store when I spot one		to have difficulty controlling my willingness to visit a pop-store when I spot one	0.44	0.86				
V11_4	make use of the opportunity to visit a pop-up store if I see one			0.69	0.70				

APPENDIX F: FULL REPORT FROM THE CONFIRMATORY FACTOR ANALYSES

T10088: Miri Engelbrecht

CFA using EQS

CFA1

EQS F1: Y1 = V63, V64, V65, V66 : Impulse intention

CFA1a

METHOD=ML,ROBUST; ANALYSIS=COVARIANCE; MATRIX=RAW;
CATEGORY=V63, V64, V65, V66, V67, V68, V69, V71;

AVERAGE ABSOLUTE RESIDUAL = .0153
AVERAGE OFF-DIAGONAL ABSOLUTE RESIDUAL = .0197

GOODNESS OF FIT SUMMARY FOR METHOD = ROBUST

CFA1h: Only Impulse Intention

METHOD=ML,ROBUST; ANALYSIS=COVARIANCE; MATRIX=RAW;

AVERAGE ABSOLUTE STANDARDIZED RESIDUAL = .0125
AVERAGE OFF-DIAGONAL ABSOLUTE STANDARDIZED RESIDUAL = .0209

GOODNESS OF FIT SUMMARY FOR METHOD = ROBUST

FIT INDICES

BENTLER-BONETT NORMED FIT INDEX = .995
BENTLER-BONETT NON-NORMED FIT INDEX = .988
COMPARATIVE FIT INDEX (CFI) = .996
BOLLEN'S (IFI) FIT INDEX = .996
MCDONALD'S (MFI) FIT INDEX = .992
ROOT MEAN-SQUARE ERROR OF APPROXIMATION (RMSEA) = .090
90% CONFIDENCE INTERVAL OF RMSEA (.042, .147)

CFA2: CHARACTERISTICS

CFA2c

METHOD=ML; ANALYSIS=COVARIANCE; MATRIX=RAW;

AVERAGE ABSOLUTE STANDARDIZED RESIDUAL = .1017
AVERAGE OFF-DIAGONAL ABSOLUTE STANDARDIZED RESIDUAL = .1030

GOODNESS OF FIT SUMMARY FOR METHOD = ML

FIT INDICES

BENTLER-BONETT	NORMED FIT INDEX	=	.673	
BENTLER-BONETT	NON-NORMED FIT INDEX	=	.687	
COMPARATIVE FIT INDEX (CFI)		=	.712	
BOLLEN'S	(IFI) FIT INDEX	=	.714	
MCDONALD'S	(MFI) FIT INDEX	=	.108	
JORESKOG-SORBOM'S	GFI FIT INDEX	=	.722	
JORESKOG-SORBOM'S	AGFI FIT INDEX	=	.679	
ROOT MEAN-SQUARE RESIDUAL (RMR)		=	.345	
STANDARDIZED RMR		=	.123	
ROOT MEAN-SQUARE ERROR OF APPROXIMATION (RMSEA)		=	.096	
90% CONFIDENCE INTERVAL OF RMSEA	(.092,		.099)

RELIABILITY COEFFICIENTS

CRONBACH'S ALPHA		=	.917
RELIABILITY COEFFICIENT RHO		=	.934

CFA3: INTERNAL & EXTERAL

EQS F3: X1 = V18, V19, V21 : Mood

EQS F1: X2 = V5 – V13 : Hedonic desires

EQS F4: X3 = V23 – V26 : Innovate

EQS F2: X4 = V14 – V17 : Exterior

Correlate F1, F3, F4

CFA3i =CFA3c: Use only Mood, Hedonic, Innovativeness

METHOD=ML,ROBUST; ANALYSIS=COVARIANCE; MATRIX=RAW;

62 F2, F1 = 1;

63 F3, F1 = *;

64 F3, F2 = *;

AVERAGE ABSOLUTE STANDARDIZED RESIDUAL = .0649
AVERAGE OFF-DIAGONAL ABSOLUTE STANDARDIZED RESIDUAL = .0660

GOODNESS OF FIT SUMMARY FOR METHOD = ROBUST

FIT INDICES

BENTLER-BONETT NORMED FIT INDEX = .891
BENTLER-BONETT NON-NORMED FIT INDEX = .916
COMPARATIVE FIT INDEX (CFI) = .929
BOLLEN'S (IFI) FIT INDEX = .929
MCDONALD'S (MFI) FIT INDEX = .853
ROOT MEAN-SQUARE ERROR OF APPROXIMATION (RMSEA) = .056
90% CONFIDENCE INTERVAL OF RMSEA (.048, .064)

RELIABILITY COEFFICIENTS

CRONBACH'S ALPHA = .897
RELIABILITY COEFFICIENT RHO = .926

CFA3j =CFA3c: Use only Exterior

METHOD=ML,ROBUST; ANALYSIS=COVARIANCE; MATRIX=RAW;

AVERAGE ABSOLUTE STANDARDIZED RESIDUAL = .0172
AVERAGE OFF-DIAGONAL ABSOLUTE STANDARDIZED RESIDUAL = .0287

GOODNESS OF FIT SUMMARY FOR METHOD = ROBUST

FIT INDICES

BENTLER-BONETT NORMED FIT INDEX = .952
BENTLER-BONETT NON-NORMED FIT INDEX = .885
COMPARATIVE FIT INDEX (CFI) = .962
BOLLEN'S (IFI) FIT INDEX = .963
MCDONALD'S (MFI) FIT INDEX = .993
ROOT MEAN-SQUARE ERROR OF APPROXIMATION (RMSEA) = .081
90% CONFIDENCE INTERVAL OF RMSEA (.033, .139)

RELIABILITY COEFFICIENTS

CRONBACH'S ALPHA = .802
RELIABILITY COEFFICIENT RHO = .800

APPENDIX G: COMPLETE FREQUENCY TABLES

1. Relative advantage

Table A6.1: Frequency Table for Relative Advantage

V7 Pop-up stores ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
offer products or services that differ from regular stores. (V7.1)	523	1.91% (10)	3.06% (16)	6.31% (33)	10.33% (54)	19.69% (103)	23.9% (125)	34.8% (182)
allow consumers to sneak-preview products before anyone else. (V7.2)	523	0.76% (4)	1.53% (8)	4.59% (24)	11.09% (58)	13.96% (73)	29.06% (152)	39.01% (204)
would impress my friends and family. (V7.4)	523	2.68% (14)	3.82% (20)	8.99% (47)	21.41% (112)	18.93% (99)	24.90% (126)	20.08% (105)
are more interesting than checking out new products at regular retail stores. (V7.5)	520	0.96% (5)	1.92% (10)	4.42% (23)	8.46% (44)	17.12% (89)	28.27% (147)	38.85% (202)
would improve the quality of my shopping experience. (V7.6)	521	0.58% (3)	3.84% (20)	7.68% (40)	16.12% (84)	24.38% (127)	21.88% (114)	25.53% (133)
would be advantageous in my life overall. (V7.8)	520	4.62% (24)	9.42% (49)	14.04% (73)	23.08% (120)	16.73% (87)	18.27% (95)	13.85% (72)

2. Trialability

Table A6.2: Frequency Table for Trialability

V7 Pop-up stores ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
would not take much effort to try out. (V7.9)	522	3.83% (20)	3.07% (16)	6.7% (35)	14.75% (77)	18.97% (99)	28.16% (147)	24.52% (128)
would allow consumers to spend time just looking without having to buy. (V7.10)	522	1.72% (9)	2.87% (15)	4.21% (22)	15.33% (80)	20.69% (108)	27.97% (146)	27.2% (142)
would allow consumers to just see what they are all about. (V7.11)	519	0.39% (2)	2.31% (12)	2.7% (14)	13.68% (71)	21.97% (114)	30.83% (160)	28.13% (146)
offer an opportunity to test products before committing to buying them. (V7.12)	520	1.35% (7)	3.08% (16)	5.38% (28)	13.46% (70)	15.77% (82)	25% (130)	35.96% (187)
V13 I have ...								
the opportunity to try pop-up stores. (V13.1)	518	23.75% (123)	13.9% (72)	10.42% (54)	14.67% (76)	11.39% (59)	11.2% (58)	14.67% (76)
an idea where I can go try out pop-up retail in future. (V13.2)	518	18.15% (94)	9.46% (49)	8.69% (45)	10.23% (53)	8.69% (45)	18.15% (94)	26.64% (138)

3. Observability

Table A6.3: Frequency Table for Observability

V8 Pop-up stores provide ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
a great shopping experience to consumers. (V8.1)	522	0.57% (3)	1.92% (10)	3.64% (19)	10.34% (54)	17.82% (93)	26.05% (136)	39.66% (207)
enjoyment for those who visit them. (V8.2)	522	0.38% (2)	0.57% (3)	2.49% (13)	7.47% (39)	16.48% (86)	30.27% (158)	42.15% (220)
something new that consumers would like. (V8.3)	517	0.19% (1)	0.19% (1)	1.35% (7)	6.96% (36)	14.7% (76)	30.37% (157)	46.23% (239)
a memorable experience. (V8.4)	521	0.96% (5)	0.77% (4)	3.07% (16)	8.06% (42)	14.59% (76)	26.87% (140)	45.68% (238)
V13 I have ...								
knowledge of people who would try pop-up stores. (V13.3)	517	21.66% (112)	11.8% (61)	10.64% (55)	10.83% (56)	12.96% (67)	16.25% (84)	15.86% (82)

4. Low complexity

Table A6.4: Frequency Table for Low complexity

V7 Pop-up stores ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
would make it easier to do my shopping. (V7.7)	520	7.12% (37)	8.27% (43)	15.19% (79)	20.19% (105)	18.85% (98)	13.65% (71)	16.73% (87)
V8 Pop-up stores provide ...								
informed and available brand representatives to help you understand the concept and products. (V8.5)	521	0.38% (2)	0.77% (4)	3.65% (19)	14.2% (74)	22.26% (116)	30.71% (160)	28.02% (146)
locations that are easily found. (V8.6)	518	4.83% (25)	7.53% (39)	9.65% (50)	17.57% (91)	19.88% (103)	21.62% (112)	18.92% (98)
accessible locations. (V8.7)	518	2.9% (15)	5.6% (29)	7.72% (40)	16.41% (85)	21.81% (113)	26.64% (138)	18.92% (98)
signage that clearly tells you what brands are offered. (V8.8)	519	1.16% (6)	1.93% (10)	3.66% (19)	11.18% (58)	19.08% (99)	30.44% (158)	32.56% (169)
a store basically like other stores. (V8.9)	518	18.34% (95)	17.95% (93)	15.25% (79)	15.64% (81)	11.58% (60)	8.49% (44)	12.74% (66)
V10 Pop-up retail ...								
sounds like a straightforward concept. (V8.10)	521	3.26% (17)	3.65% (19)	6.33% (33)	14.4% (75)	17.66% (92)	22.84% (119)	31.86% (166)
is made easy with all the signage. (V10.3)	519	1.16% (6)	2.5% (13)	5.78% (30)	14.07% (73)	22.74% (118)	23.51% (122)	30.25% (157)
V13 I have ...								
no difficulty visiting pop-up stores since they are similar to regular stores. (V13.5)	517	21.86% (113)	14.12% (73)	10.64% (55)	18.38% (95)	7.93% (41)	11.41% (59)	15.67% (81)

5. Compatibility

Table A6.5: Frequency Table for Compatibility

V9 Pop-up stores are similar to traditional stores in that ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
I can compare products. (V9.1)	521	8.83% (46)	9.79% (51)	9.79% (51)	16.31% (85)	22.07% (115)	17.85% (93)	15.36% (80)
they have clothing items I can try on. (V9.2)	521	4.41% (23)	5.95% (31)	8.25% (43)	18.43% (96)	24.76% (129)	19.58% (102)	18.62% (97)
products are visually displayed and I can clearly see and touch them. (V9.3)	521	1.73% (9)	2.69% (14)	4.41% (23)	8.64% (45)	18.23% (95)	29.37% (153)	34.93% (182)
it is branded with brands I know. (V9.4)	521	1.54% (8)	1.92% (10)	4.99% (26)	11.52% (60)	16.7% (87)	27.26% (142)	36.08% (188)
V10 Pop-up retail ...								
fits into my lifestyle. (V10.2)	521	3.65% (19)	3.45% (18)	7.1% (37)	14.78% (77)	20.92% (109)	22.26% (116)	27.83% (145)
is compatible with all aspects of the way I like to shop. (V10.4)	521	2.5% (13)	4.99% (26)	9.21% (48)	19.96% (104)	21.31% (111)	18.62% (97)	23.42% (122)
is compatible with my current life situation. (V10.5)	521	4.41% (23)	5.37% (28)	9.6% (50)	18.62% (97)	19.58% (102)	22.84% (119)	19.58% (102)
fits well with the way I like to shop. (V10.6)	520	4.81% (25)	5.58% (29)	10% (52)	12.88% (67)	21.15% (110)	19.62% (102)	25.96% (135)

6. Positive mood or emotional state

Table A6.6: Frequency Table for Positive mood or emotional state

V5 Visiting a pop-up store would ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
lift my mood. (V5.1)	522	1.92% (10)	2.68% (14)	6.32% (33)	16.09% (84)	22.61% (118)	26.05% (136)	24.33% (127)
excite and thrill me. (V5.2)	522	1.15% (6)	1.72% (9)	6.32% (33)	13.6% (71)	23.37% (122)	27.01% (141)	26.82% (140)
make me feel happy and cheerful. (V5.4)	521	2.11% (11)	3.65% (19)	6.91% (36)	18.81% (98)	23.03% (120)	28.6% (149)	16.89% (88)

7. Hedonic desires

Table A6.7: Frequency Table for Hedonic desires

V4 I would visit a pop-up store because it is ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
adventurous, daring and something to explore. (V4.1)	521	0.58% (3)	1.73% (9)	3.45% (18)	10.17% (53)	20.92% (109)	19.39% (101)	43.76% (228)
is an experience I don't want to miss. (V4.2)	522	0.57% (3)	3.45% (18)	7.47% (39)	15.71% (82)	19.54% (102)	21.07% (110)	32.18% (168)
is somewhere I can shop with my friends and family to socialise. (V4.3)	521	3.26% (17)	5.95% (31)	14.59% (76)	19.58% (102)	19.19% (100)	19.77% (103)	17.66% (92)
is something to experience with my friends. (V4.4)	520	0.58% (3)	2.5% (13)	3.65% (19)	8.85% (46)	22.5% (117)	26.15% (136)	35.77% (186)
is an escape from reality. (V4.5)	518	8.3% (43)	9.65% (50)	11.97% (62)	17.76% (92)	18.15% (94)	16.22% (84)	17.95% (93)
is somewhere I could go to spoil myself. (V4.6)	520	4.04% (21)	5.19% (27)	7.31% (38)	16.15% (84)	20.77% (108)	23.65% (123)	22.88% (119)
is wonderful for amusement and entertainment. (V4.7)	520	1.73% (9)	1.54% (8)	5.38% (28)	9.62% (50)	17.69% (92)	28.46% (148)	35.58% (185)
will keep me updated with the latest fashion. (V4.8)	521	1.73% (9)	2.5% (13)	6.33% (33)	11.9% (62)	19.77% (103)	24.57% (128)	33.21% (173)
is trendy. (V4.9)	519	0.58% (3)	1.54% (8)	4.43% (23)	11.56% (60)	18.3% (95)	27.17% (141)	36.42% (189)

8. Consumer innovativeness

Table A6.8: Frequency Table for Consumer innovativeness

V6 I like to ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
visit stores with new and exciting products and services. (V6.1)	523	0.38% (2)	1.53% (8)	1.72% (9)	7.07% (37)	15.11% (79)	22.37% (117)	51.82% (271)
visit stores that give a lot of new information about products or services. (V6.2)	523	0.57% (3)	2.68% (14)	5.16% (27)	12.05% (63)	22.75% (119)	26.77% (140)	30.02% (157)
seek out new product experiences. (V6.3)	521	0% (0)	2.69% (14)	2.88% (15)	11.32% (59)	16.7% (87)	31.67% (165)	34.74% (181)
look for stores that are different and unusual when I hear about them. (V6.4)	522	1.34% (7)	0.96% (5)	3.83% (20)	9.77% (51)	14.56% (76)	29.12% (152)	40.42% (211)

9. Exterior store design

Table A6.9: Frequency Table for Exterior store design

V4 I would visit a pop-up store because it ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
looks interesting. (V4.10)	519	0.19% (1)	0.39% (2)	1.16% (6)	3.47% (18)	10.02% (52)	21.97% (114)	62.81% (326)
is eye-catching. (V4.11)	520	0.19% (1)	0.38% (2)	1.15% (6)	4.23% (22)	8.46% (44)	19.62% (102)	65.96% (343)
is in interesting places or venues. (V4.12)	521	0.58% (3)	1.34% (7)	2.5% (13)	7.68% (40)	16.7% (87)	29.17% (152)	42.03% (219)
has unusual exterior looks. (V4.13)	521	1.34% (7)	0.38% (2)	1.73% (9)	4.61% (24)	11.13% (58)	23.03% (120)	57.77% (301)

10. Impulse intentions of consumers towards a pop-up store

Table A6.10: Frequency Table for Impulse intentions

V11 I might ...								
Percentage (Frequency)	n	Strongly disagree 1	2	3	Neutral 4	5	6	Strongly agree 7
spontaneously visit a pop-up store. (11.1)	519	1.16% (6)	1.35% (7)	1.93% (10)	5.97% (31)	11.18% (58)	24.28% (126)	54.14% (281)
without planning feel like experiencing a pop-up store. (11.2)	519	0.96% (5)	1.93% (10)	3.66% (19)	4.43% (23)	15.8% (82)	26.4% (137)	46.82% (243)
have difficulty controlling my willingness to visit a pop-up store when I spot one. (11.3)	519	6.17% (32)	7.9% (41)	9.44% (49)	15.22% (79)	16.18% (84)	21.97% (114)	23.12% (120)
make use of the opportunity to visit a pop-up store if I see one. (11.4)	518	0.77% (4)	1.54% (8)	2.9% (15)	6.95% (36)	12.93% (67)	24.71% (128)	50.19% (260)