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Effects of the four realms of experience on pleasurable pop-up retail and patronage intention

ELSA CASSEL (neé Raath) **(25173996)**

Dissertation

Master's degree in Consumer Science: Clothing Retail Management

Supervisor: Mrs B Jacobs (University of Pretoria)

July 2015

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by

Elsa Cassel (neé Raath) **(25173996)**

Dissertation submitted in partial fulfilment of the requirements for the degree

Master's in Consumer Science: Clothing Retail Management

in the

Faculty of Natural and Agricultural Science
Department of Consumer Science
University of Pretoria

July 2015

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I dedicate this to my darling husband, **James**.

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DECLARATION

I, Elsa Cassel (neé Raath) declare that this research study is my own original work. It is submitted in partial fulfilment of the requirements for the degree Master of Consumer Science: Clothing Retail Management, University of Pretoria. It has not been submitted by me or anyone else before for any degree or examination at any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research and that all reference material in the dissertation has been duly acknowledged.

_____

Elsa Cassel

5 July 2015

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ACKNOWLEDGEMENTS

I would like to express my sincere appreciation and gratitude to my study leader, Mrs Bertha Jacobs, for her invaluable guidance, training, support and inspiration during my Master's study and career development. Without her insightful suggestions, critiques, and interest in my research, I would never have been able to complete this task. I would like to extend thanks to the Consumer Science department at the University of Pretoria for their support, and especially to Andries Masenge and Dr Marien Graham of the Statistics department for their expertise and knowledge. All the faculty members have been devoted and given wonderful guidance to make this dissertation possible. I also wish to thank all my fellow graduate students, for giving me encouragement, guidance, and support throughout my postgraduate study at the University of Pretoria.

I would like to mention a heartfelt thank you to my parents, Jaco and Susan, for their love, patience, encouragement, assistance and financial aid during my Master's study program – it would not have been possible without their support. I also wish to thank my sister, Ciska, for her interest, support and encouragement from afar – it kept me going! A big thank you needs to be extended to my aunt, Prof. Elza Venter, who ensured I stayed focused and motivated throughout my study program. She also lent invaluable guidance, critique and encouragement. Thank you to Monica Davies for her help in designing and creating the website "Pop-up Experience". I am forever grateful for you giving so freely of your time and expertise. Special thank you to my entire family and friendship group for their constant encouragement, interest, help and love during this study process.

The biggest thank you needs to be extended to my dearest husband James. Without his reassurance, care, motivation and boundless love I would not have been able to complete my postgraduate study.

Thank you to all who have assisted in the development of this study and who have encouraged, guided, and supported my study throughout my postgraduate Master's study at the University of Pretoria.

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SUMMARY

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by

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Supervisor: Mrs BM Jacobs
Department: Consumer Science
Degree: Master's in Consumer Science: Clothing Retail Management

Retailers are embracing pop-up retail as a new marketing tool to provide the experiential environment desired by consumers, build brand image, and attract attention and new consumers. When retailers provide consumers with an enjoyable and memorable shopping experience, they will more likely return to them in future.

The purpose of this study was to investigate the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. This study hypothesised that the four realms of experience will have a positive effect on pleasurable pop-up retail experiences of consumers, their patronage intentions and ultimately their positive response behaviour toward the brand.

An exploratory survey research design was followed. Data was collected by means of a structured, self-administered questionnaire developed and adapted from existing scales. It was administered to a convenience sample via online survey instrument to participants in and around Johannesburg and Pretoria. A total of 257 usable questionnaires were collected. An exploratory factor analysis (EFA) as well as a confirmatory factor analysis (CFA) was performed to validate the variables for the model. Reliability was ensured through Cronbach's *alpha*, which delivered values of

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between 0.87 and 0.96. 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 0.277 and 0.839, indicating a positive correlation between all the independent variables (edutainment realm, esthetic realm, escapist realm, emotional pleasure and intellectual pleasure) and patronage intention within a pop-up retail store. All the correlations were significant at the 1% level (*p-value* < 0.0001). The findings indicated that all the hypotheses developed for the study were supported.

Multiple regression analysis was employed to test and quantify the relative contribution of the multiple independent variables to predicting patronage intention within a pop-up retail store. The results indicated that the factors that are most predictive of patronage intention are the esthetic realm, the escapist realm and intellectual pleasure.

Keywords: experience realms (education, entertainment, esthetic; escapist); experiential retailing; pop-up retail; patronage intention; pleasurable experiences

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CHAPTER I: THE STUDY IN PERSPECTIVE

Chapter one introduces the dissertation topic and includes seven sections: (1) Background; (2) Experiential Retail; (3) Pop-up retail in South Africa; (4) Research problem; (5) Justification of the study; (6) Definition of key terms; and (7) Organisation of the dissertation.

1.1 BACKGROUND

In recent years, the global economy has shown signs of improvement following the collapse of the Lehman Brothers in 2008, which led to the recession in many advanced economies and resulted in a decline in global trade and manufacturing. The debt crisis in indebted Eurozone countries only added to the global economy's concerns (Treasury, 2013:15; PWC, 2012:vi). Extensive risk is still insistent even though the world economy is fittingly showing improvement and resilience (Treasury, 2013:11). High-income, developed countries' economies are expected to grow by 1.9% in 2014, 2.4% in 2015 and 2.5% in 2016 (World Bank, 2014). Yet, the World Bank's latest Global Economic Prospects report warns that developing countries are headed for a third consecutive year of disappointing growth (World Bank, 2014). Except for a short, sharp recession in 2009, South Africa has luckily avoided the worst of the global economic downturn (PWC, 2012:4).

Currently South Africa needs to find new ways of retailing as the financial crisis internationally has affected the South African population and markets too. And thus retail is struggling to produce financial results that will accelerate the economy. After 17 years of positive GDP[1] (Gross Domestic Product) growth, South Africa entered a recession in 2009 (W&R Seta, 2011:6). An economy that displays a strong GDP growth indicates increased investment and job creation within the economy (Treasury, 2013:11). Therefore a positive GDP growth means that the country's

[1] GDP growth can be defined as the main indicator of the health of the economy (Investopedia, 2014) and is the total retail value of all goods and services produced by a country during a specific time period (Poloian, 2003:6).

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economy is healthy and that the recession is somewhat a thing of the past. The South African apparel retail industry has experienced moderate growth in recent years (MarketLine, 2013:6). This industry had total revenue of $8.9 billion in 2012, representing a compound annual growth rate of 6.4% between 2008 and 2012. As the performance of the industry is set to slightly decelerate, the forecast and anticipated compound annual growth rate for the five-year period 2012–2017 is 6.3% (MarketLine, 2013:6). This is expected to drive the industry to a value of $121 billion by the end of 2017 (MarketLine, 2013:6), showing an increase of 36% since 2012 (MarketLine, 2013:9). These figures confirm that South African consumers will continue to support retail but that the growth is going to be slightly sluggish. In 2014 the retail sales growth was extremely low, the slowest volume growth since the end of the recession in 2009 (Ernst & Young, 2014) but improved slightly during the third quarter. This is due to certain South African factors such as "*unsecured credit extensions, decreasing disposable income growth and rising inflation that was compounded by a record-long strike in the platinum sector*" during the first half of 2014 (Ernst & Young, 2014). It is predicted that South African retailers will continue to battle it out on price for most of this current year (2015) as consumers remain under pressure from high debt levels and lower disposable income (Makholwa, 2015). Thus retailers need to find ways to remain competitive and successful in these tough times.

Retailing is about managing change. This is because retailers need to be able to analyse and understand environmental changes, anticipate unforeseen changes and adapt to changes made by others (Cant, 2010:7). The South African retail landscape is thus dynamic due to the many challenges the country faces, and the successful retailers would be those who can handle the on-going change within the country. South African retailers are following international trends where retailers are becoming better at driving margin using three strategies namely: developing infrastructure, effective consumer targeting and consumer loyalty (Durham, 2011). Retailers have realized the need to have flexible retail formats, that consumers are not all the same, that knowing your customer base is vital and that continuous consumer engagement is essential. This all emphasises that consumers are changing and that retailers need to take note as their ability to identify, react to and take advantage of changing consumer behaviour will ultimately determine their level

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of success (PWC, 2012). It is important to remember that a primary objective of retailers must be to satisfy the needs and wants of their consumers (Cant, 2010:24). It has been shown that there is a fast pace of change in the demands of individual buyers (MarketLine, 2013). Therefore, retailers are currently encountering an environment in which consumer and purchasing behaviour have drastically changed (W&R Seta, 2011:4; Piercy, Cravens & Lane, 2010:12) and it is evident that in today's market, power has shifted from the retailer or marketer to the consumer (Kim, Sullivan & Forney, 2007:55). Since the recession of 2009, new emphasis has been placed on consumers (Cant, 2010:107). It is therefore vital that retailers understand what consumers want and how to redefine the new type of consumer as a result of the recession. Successful retailers are those who know and understand their consumers (Cant, 2010:128). It is evident from the findings of recent studies, that simply satisfying consumers might not be enough to ensure continuing success in today's competitive marketplace (McAlexander, Schouten & Koenig, 2002; Chaudhuri & Holbrook, 2001; Harrison-Walker, 2001; Oliver, 1999). New strategies are thus needed to satisfy the consumer.

It is no longer a question of what product they need and where to find it, but rather consumers are primarily concerned with the kind of shopping experience they require (Kim *et al.,* 2007:56). Due to the change in consumers' needs, previous studies have dealt with the dominant theme of experiences. Experience can be loosely defined as being not a material or immaterial tool to be sold and transferred from retailer to consumer, but rather it is created through the consumer's participation and involvement within a sensory and emotional domain (Carù & Cova, 2007; Prahalad & Ramaswamy, 2004a, b). Experience-based consumption, where consumer preferences are significant, is highlighted in studies by Pine and Gilmore (1999). Studies by Shaw and Ivens (2002), Smith and Wheeler (2002), and Mahler (2000) also emphasized the importance of creating emotionally engaging experiences for customers. Research articles dealing with *'experiential retailing'* (Kim, 2001), *'entertaining experiences'* (Ibrahim & Ng, 2002a, b; Jones, 1999) and *'entertailing'* and *'shoppertainment'* (Buzz, 1997) also focused on consumers' experiences in the retail environment.

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Currently it is not enough for a retailer to try to satisfy consumer demand for experiences by predictable operations that entice consumers such as, broad assortments, low prices, quality merchandise, and customer service, as these services can easily be copied by the competition (Kim *et al.,* 2007:59). The ability to gain an advantage over other retailers depends on the retailer being able to understand what experiences consumers expect and desire and then developing strategies to give them more of these experiences (Kim *et al*., 2007:59). Experiences create new value to a product or service (Pine & Gilmore, 1999; Schmitt, 1999). Value has been defined as an "interactive relativistic preference experience", describing a subject's experience of interacting with some object that may be anything or any event (Holbrook & Corfman, 1985). Research also suggests that value is co-created or co-produced through the interaction of consumers and producers (Grönroos, 2008; Vargo & Lusch, 2004, 2008). Therefore the consumer must be an active participant. Experiences that are memorable create value for a brand or retailer, as the experience is co-created between the retailer and its consumer (Carù & Cova, 2007; La Salle & Britton, 2003; Prahalad & Ramaswamy, 2000, 2004a, b). It is also important to remember that no two people could ever have the exact same experience (Pine & Gilmore, 1999). This makes it challenging for retailers to incorporate experiences to maintain a competitive advantage.

Bäckström and Johansson (2006:421) found that consumers' attention to in-store "experiences" has increased and that the market demands an increased experience-orientation for retailers to differentiate themselves from the competition. It is of utmost importance for retailers to focus on enhancing the consumers' in-store experience. Creating pleasurable in-store experiences would be vital to maintaining a competitive advantage for retailers. Pleasurable shopping experiences are defined as experiences which induce a state of pleasure; therefore if a consumer enjoyed their experience, they are likely to want to enjoy that experience again (Dubé & Le Bel, 2003a). Determining how retailers can create pleasant shopping experiences can affect future planning to ensure that consumers have a positive experience within a store environment and that relationships with consumers are developed (Sherman, Mathur & Smith, 1997:362).

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The store environment is an essential part of the consumer's retail experience and thus serves as a competitive advantage too (Hoffman & Turley, 2002). Kotler's (1974) study was essential to understand the idea that retail environments can be purposefully designed to create specific emotional effects in consumers, which would also lead to their patronage intention. Several authors after Kotler (1974) explored how retail store environments can have an effect on emotional conditions and thus patronage intention and buyer behaviour of consumers (Sherman *et al*., 1997; Donovan, Rossiter, Marcoolyn & Nesdale, 1994; Baker, Levy & Grewal, 1992).Over time, store environments and their effects on consumer experience have also been widely studied (Turley & Milliman, 2000; Baker & Cameron, 1996; Bitner, 1992). The way products are presented in store seems to enhance positive experiences according to Bäckström and Johansson (2006:425). Kent (2007) noted that as retail experiences become more important, so the store environment has become more significant and needs to provide spaces for interactivity, socialisation and communication. By placing products in a way in which the consumer can accomplish their intentions behind the visit to the store, the consumer has a positive experience which leads to pleasure (Bäckström & Johansson, 2006:426). A pleasing retail store would enhance the product and brand, which would then increase retail store patronage intentions (Baker, Parasuraman, Grewal & Voss, 2002). Therefore it may seem that pleasurable experiences and store environment go hand-in-hand for retailers to maintain and plan a competitive advantage in retail, which in turn would lead to patronage intention. Consumers are thus searching for new ways in which to shop and for new store environments to shop in, which is in line with the 2013 MarketLine Report which advises retailers that to maintain market share in a highly competitive market they should aim to attract consumers by creating strong brand consciousness and running intensive marketing campaigns (MarketLine, 2013:10). A new type of marketing that would allow for a competitive advantage whilst building brand consciousness would be experiential marketing. This style of marketing is becoming a way for retailers to engage the new type of consumer.

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1.2 EXPERIENTIAL RETAIL

Pine and Gilmore (1998:97) termed the concept *the experience economy.* Similarly Schmitt (1999:22) coined the term *experiential marketing* describing the new version of marketing that has been developing over the past few years, that focuses on customer experiences. It has been noted that consumer decision-making has shifted from the rational, to the emotional and experiential (Kim, Koo & Chang, 2009), thus retailers need to utilize experiential retailing efforts to provide a different retail experience to encourage consumers to enjoy a retail environment and patronize a certain brand. Experiential marketing is defined as marketing efforts that include "emotional engagement, interactive elements and rich sensory experiences" to involve consumers (Schmitt, 1999:20). This has become an important basis for competitive advantage as an experiential approach will reinforce the brand and retailer identity in the mind of the consumer (Woodside & Walser, 2007).

Authors Pine and Gilmore (1999), Schmitt (1999) as well as Kim *et al*., (2007) all agree that what consumers are currently looking for is a holistic shopping experience that is functional, positive and memorable. Therefore retailers should focus on *"[an] experience economy [where] consumers look beyond mere purchase and consumption to the unique and rewarding"* (Kim *et al.,* 2007:73). Yoon's (2013:709) study expressed that there is a need for including experiential dimensions in retail stores to ensure satisfactory consumer experiences. Thus, experiential market formats need to be introduced into retail stores to ensure a competitive advantage and satisfactory consumer experiences. This is also due to there being a general movement over the past decade from production toward retail and service, and thus the retail store has had to develop innovative retailing formats (Pomodoro, 2013:343).

An excellent way for retailers to differentiate themselves and ensure a competitive advantage would be through an experiential marketing form, such as pop-up retail (Schmitt, 1999). Pop-up retail is a particular format of experiential marketing. Pop-up retail entails the creation of a marketing environment that is highly experiential (Gordon, 2004). It is focused on promoting a brand or product line (Surchi, 2011).

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Pop-up retail's characteristics are that the retail setting is often available for a short time period (it literally "pops up"), and generally in smaller venues that thus encourages personal dialogue with brand representatives. This is a major factor that attracts people to the experience (Gordon, 2004). It provides exclusive interaction with the consumer and provides the consumer with a unique and personalised interaction and experience with the brand (Pomodoro, 2013; Surchi, 2011). This new way of retailing can provide retailers with a competitive advantage by providing a growing and assorted segment of consumers a unique and different shopping experience (Niehm, Fiore, Jeong & Kim, 2007:25). Retailers are accepting pop-up retail as a new marketing tool to provide the experiential environment desired by consumers, build brand image[2], and attract attention and new customers (Pomodoro, 2013:344; Niehm *et al.,* 2007:4). Thus the retailers that are thriving now and will continue to succeed in the future are the ones that provide enjoyable shopping, recreational activities, and educational opportunities for consumers (Kim *et al*., 2007:14) as this all contribute to a positive brand image (Woodside & Walser, 2007).

Experiential marketing links with shopping centre trends of gaining competitive advantages through offering entertainment and through the creative use of space and design (Niehm *et al.,* 2007:2). In a June 2013 *retailwire.com* poll, 73% of respondents see pop-up retail increasing in the next five years (Storefront, 2013:23). This highlights the fact that retailers need to take note of the changing consumer mind-set and what consumers want. Previously, studies have also focused on the role of mood, emotions and pleasure in consumer behaviour (Hoffman & Novak, 1996; Hirschman & Holbrook, 1982). This indicates that there has been a steady shift towards retail experiences for consumers that are pleasurable and emotional. It is becoming evident that, to be most effective, experiential, pleasurable elements should be integrated at every contact point with the retailer. This broad-based experiential approach should strengthen retailer and brand image, assist in brand recall, and increase the possibility of the retailer or brand being a preferred choice for

[2] Brand image is a set of associations usually organised in a meaningful way in consumer memory and represents perceptions that may or may not reflect objective reality of the brand (Aaker, 1991:109; Keller, 1993:3).

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consumers and thus lead to patronage (Woodside & Walsor, 2007:4). Pop-up retail seems to be the marketing magic that retailers have been looking for.

1.3 POP-UP RETAIL: INTERNATIONAL AND SOUTH AFRICAN CONTEXT

The essential ingredients of pop-up stores have been around since the *souk* (marketplace). Farmer markets and farm stalls along the roadside as well as carts lining the corridors in malls are some examples of the first kind of pop-up stores (Kaminkow, 2010:20). Pop-up retail stores were first noticed in Britain in 2003 and soon copied in New York. Internationally pop-up retail was well received and retailers successfully implemented this concept in their retail environments. This could be due to "the generation of feeling [that] passes through the multisensory involvement of the individual: music, textures, aromas, colors, tastes, visual merchandising and various symbols of various types that are widespread tools for immersing the purchaser in the experience of purchasing" (Addis, 2007). The above-mentioned emphasises that the key factor with pop-up stores is that it is an evolving and a movable concept. This may be an excellent way for current or new brands to introduce their goods to the consumer market. Retailers are able to showcase a product effectively or introduce new products/services in an uncommon way when a pop-up store opens, usually in a vibrant location, as consumers perceive the opening as an experience or event (Jones, 2007:3). Consumers are drawn in by the spectacle, as the excitement and novelty initiates a buzz around the brand (Surchi, 2011:260). The main stimulus is the "anxiety of being excluded from the event, of missing to visit something unique, fleeting and unrepeatable" (Catalano & Zorzetto, 2010:8). It is important to note that pop-up retail stores often do not sell products and the consumer is thus oftentimes unable to physically buy a product (Surchi, 2011:265; Kim, Fiore, Niehm & Jeong, 2010:134). The retailer is therefore able to create a hype and interest around the brand and observe the consumer's reaction towards the brand. It also encourages consumers to perceive the brand in a certain way (Surchi, 2011:265).

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Pop-up retail is mobile and event-driven and usually depends on guerrilla marketing[3] techniques instead of mass-media campaigns to draw consumers (Niehm *et al.,* 2007:5). While there is potential to generate sales, the real value in this type of retail that occupies a location for a short duration (usually one to thirty days), is promotional and creates hype, coolness factor and a sense of urgency or intrigue (Kaminkow, 2010:21). Pop-up retail stores are consequently a medium for the message of the brand (Surchi, 2011: 266). Retailers are embracing pop-up retail as a new marketing tool to provide the experiential environment desired by consumers, build brand image, and attract attention and new consumers. It is important to remember that when retailers provide consumers with an enjoyable shopping experience, they will more likely return to them in future (Cant, 2010:8). Pop-up stores can also add a personal touch to the consumer's experience, deliver valuable market data, along with some social media excitement, and help to grow the retailer's business (Valenza, 2014: 2).

There are quite a number of benefits that consumers can associate with pop-up retail. It is important to remember that pop-up retail provides entertainment which is desired by the consumer as it offers excitement through a novel and unique experience. It also offers consumers a surprise factor as exclusive products or experiences are offered. Pop-up retail environments also offer a good way for consumers to learn about and test products, as desired free samples and services (Niehm *et al.,* 2007) are often offered to consumers, and thus help consumers spend money wisely. Perhaps the greatest advantage of pop-up retail is that consumers are engaged on a personal level (Woodside & Walser, 2007).

Pop-up environments as we know them today are relatively new. It is likely that a portion of consumers may not have previous knowledge or experience with this experiential marketing tool, especially in a South African context. Niehm *et al*. (2007:22) found that age has a significant effect on consumers' awareness and

[3] Guerilla marketing refers to a marketing tactic in which a company uses surprise and/or unconventional interactions (such as graffiti, sticker bombing, flyer posting, etc.) in order to promote a product or service. Guerrilla marketing is different than traditional marketing in that it often relies on personal interaction and has a smaller budget, and it focuses on smaller groups of promoters that are responsible for getting the word out in a particular location rather than on wide-spread media campaigns (Investopedia, 2015).

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experience with pop-up retail and that younger consumers' were the most aware of pop-up stores and had the most prior experience with pop-up retail. The study also found that pop-up stores should not only be targeted at younger consumers, but can be seen as an attractive experiential marketing form for a wide range of consumer age groups. Results from Niehm *et al.'s* (2007:25) study suggest that if retailers and marketers can address consumer's expectations for novel and unique shopping experiences, products and services through pop-up stores, they may have a greater opportunity to affect longer-term attitudes and intentions, and perhaps loyalty towards their brands. Surchi's (2011) research confirms that pop-up retail is the perfect communication tool to project brand identity and increase brand awareness and brand image, which links to brand loyalty and patronage intention.

It is important to realise that the aim of pop-up retail is to get consumers to look at a product in a different light, and in turn this creates a forum of interaction between the brand and its consumers (Hanson-Moore, 2010:1). McCole (2004:534) explains that experiential marketing is not just a trend as retailers are starting to turn to experiential marketing forms when they realise that focusing on customer satisfaction alone is no longer an effective competitive strategy. Experience-enhanced retail not only builds product knowledge and brand awareness, but also a sense of consumer empowerment. Retail experiences can also create shopping destinations and related services that extend the consumer's brand experience (Palmer, 2002:3).

Internationally pop-up retail is a marketing concept that was first introduced in 2003. Many companies have taken advantage of the marketing benefits pop-up retail has to offer. Levi's opened a pop-up store in Milan, while Comme Des Garçons' opened a store for one year in a remote neighbourhood in former East Berlin (Trendwatching, 2006). One of the first experiential marketing campaigns was in 2001 when Apple Computer Inc. designed the Apple Store Experience. This retail environment offered on-site opportunities to learn and experience things that could actually be done with a computer. The store was arranged in such a way as it would in your home so that consumers can envision the products in their lives unlike the traditional set-up of all the printers together, cameras together and computers

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together (Tsai, 2005:432). The store also featured Apple Genius Bars, in which professional consultants were available to answer technical questions, thereby acting as a friendly liaison to connect the consumers more closely to the Apple brand. This store was designed to make the consumer experience more valuable, meaningful, memorable and enjoyable; this is the perfect example of how experiential retailing can be used to create experiences. The store design was so popular; a similar design is still used today.

This experiential marketing format then appeared in South Africa in 2008 (Cooke, 2008:2). Locally, in the South African context, retailers have not yet taken full advantage of this experiential marketing form that first appeared in 2008 in South Africa (Cooke, 2008:2). But the retail format is slowly but surely starting to become increasingly popular (Skade, 2014). WinWin group creative director, Thurlow Hanson-Moore says that this is because pop-up retail stores offer brands the opportunity to create a unique brand experience for the consumers (Skade, 2014). Examples of South African pop-up store environments include the Melrose Arch Edgars[4] store that showcases some South African clothing designer's products during South African Fashion Week. It consists of smaller pop-up stores per designer within the larger Edgar's store environment. This created a much-needed buzz around SA Fashion Week and Edgars' ended up keeping the pop-up stores for a longer time period than initially planned, as it turned out to be a great success. Another experiential marketing form would be that of a taxi limo that was used for a Stimorol activation, which could pop-up at music festivals where the audience is already having a good time. Thus "*unusual things can be offered at unusual times in unusual ways*" (Hanson-Moore, 2010:1). Pop-up retail stores also offer retailers the opportunity to test out a new retail concept or product and get consumer feedback. According to Antoinette Coetzee, a retail analyst at Redefine Properties, it also allows retailers to test an existing concept or product in a new market and are often so attractive because of the shorter lease term (Skade, 2014). Before the launch of Topshop in South Africa was certain, the British retailer teamed up with Unknown Union in Cape Town to create a pop-up store within a store (Maritz, 2012:1). The

[4] A South African department store that carries brand name goods and where ladies-, mens-, children's-, infants, and active-wear , as well as home ware, fragrances, cellular goods and cosmetics can be found.

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store ran for a few weeks amongst speculation that Topshop would open a stand-alone store. The response was overwhelming. It seemed as though the retailer was just testing the South African market, and a few weeks later the first stand-alone store opened. Pop-up stores are thus an excellent way to test a market before fully committing to opening a new retailing environment.

Taking the current South African apparel retail industry's growth into account, pop-up retail may just be the marketing tool that enhances brand image for companies and retailers looking to retain their customers, as well as invite new customers to buy into their products and services. The marketing benefit the retailer receives from this 'buzz' is irreplaceable, because the next time the consumer sees that specific product from that specific brand they connect the exciting experience with the product offering (Jones, 2007:4), especially if the provision of products in the right location, in the right manner, at the right time is provided within the pop-up retail store. This has become very important in modern times where time pressure determines buyer behaviour (Zikmund & d'Admico, 2001:92). Pop-up retail also offers mature brands a way to create interest among consumers, and these mature brands are given a chance to reinvent themselves to keep the consumer's curiosity alive (Kaminkow, 2010:22). The real objective of pop-up retail is thus to communicate the brand (Surchi, 2011: 261).

1.4 RESEARCH PROBLEM

Pop-up retail as an experiential marketing form is an important component to study within the South African consumer market as it is relatively new, is not yet being used often enough and can be used to generate brand loyalty and patronage within the current economic climate. Efforts to measure the value of a brand are thus becoming increasingly important with the need of retailers to position their brand effectively and compete globally (Keller, 2003). The pop-up retail environment can lend very useful and important information to retailers about their consumers and thus this study takes place within the pop-up retail environment, whilst referencing the Four Realms of Experience Model by Pine and Gilmore (1998).

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As experiential marketing efforts are relatively new to South Africa and to date there is limited information or research done locally, except for Retief's (2012) study, which focused on *"young South African consumers' impulse intentions toward visiting pop-up stores"*. This study focused on pop-up retail in a South African context, but there is space for further study within the South African consumer market that could benefit retailers. Retailers need to understand that experiential marketing is a current international trend which indicates that consumers are experience-driven. As the world is connected through social media, 24-hour-a-day news feeds and the internet, international trends move to South Africa much faster than previous years and South African retailers need to follow their international counterparts. Retailers need to also understand that experiential marketing can influence their brand image. Consumers are well aware of what they want and need. Other studies reported that both brand image and satisfaction were positively associated with loyalty (Brunner, Stocklin & Opwis, 2008). As a brand's image improves in the mind of the consumer, it is expected that so will the consumer's patronage intention towards that brand. It is therefore likely that a positive relationship between brand image and brand loyalty will result.

Previous international studies have looked at "*pop-up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience"* (Niehm *et al*., 2007). Another study focused on the "*psychographic characteristics affecting behavioural intentions towards pop-up retail*" (Kim *et al*., 2010). Surchi's (2011) Italian-based study cemented the importance of pop-up retail stores as a marketing strategy for fashion brands. Since these studies were conducted internationally, there is a contextual gap for a study to be done in South Africa. Thus far, the only study found in South Africa that has dealt with pop-up retail, looked at internal and external factors and their influence on impulse behaviour in terms of visiting pop-up stores (Retief, 2012). While previous studies have focused on patronage intention and consumer experience and the innovativeness of pop-up retail, as well as pop-up as a marketing tool, they have not examined the influence of the four realms of experience (Pine & Gilmore, 1999) on patronage intention within the pop-up retail environment of the South African apparel market. These studies do not deal with brand image and patronage intention in terms of pop-up retailing. To

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ensure that pop-up retailing is successful within South Africa, it is important to study consumer behaviour towards pop-up retail by focusing on the four realms of experience (entertainment, education, esthetic and escapist) and pleasurable experiences. Although experiential retailing is becoming an important part of the retail industry, as well as the daily lives of consumers, little is known about how pop-up retailing can provide a competitive advantage to a retailer, or what makes it appealing to consumers specifically within an apparel retail environment.

It is important to remember that the goal of pop-up retail should be to begin a long-term consumer relationship, resulting in a growing attachment to the firm's products, services or brands, which is brand loyalty and patronage intention. To ensure that pop-up retailing is effective in South Africa, there is a need for a contextual study to ensure that pop-up retailing is successful within South Africa, and thus this study aims to explore consumer behaviour towards pop-up retail. The following research statement was formulated:
The four realms of experience will have a positive effect on pleasurable pop-up retail experiences, patronage intention and ultimately contribute to a positive brand image.

1.5 JUSTIFICATION OF THE STUDY

It is evident that little is known about how pop-up retailing can provide a competitive advantage to a retailer in South Africa, or what makes it appealing to consumers specifically within an apparel retail environment. The goal of pop-up retail should be to begin a long-term consumer relationship. Thus to begin a long-term consumer relationship, retailers need to provide consumers' with a memorable experience to ensure that the retailer can develop a competitive advantage. This is why the four realms of experience, which Pine and Gilmore (1998) discuss in their "Experience Economy", fits in so well with the study surrounding pop-up retail as pop-up retail is marketing form.

By beginning a long-term consumer relationship, retailers would establish a growing attachment to their firm's products, services or brands, which will result in a positive brand image and eventually patronage intention. A positive brand image and

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consumers' patronage intention are vital ingredients in order for retailers to remain competitive and ahead-of-the-game. This will ensure that even though the future of South African retail is looking less optimistic than in the past, retailers can be assured that they have loyal consumers that will continue to purchase their products, services or brand no matter the financial climate if they have a positive brand image in mind. This is exactly the kind of consumer retailers should be aiming to attain as once a consumer is brand loyal, you will have repeat purchases (Oliver, 1999).

Therefore, this research addresses the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. This study aims to answer questions that retailers need to know answers to within a South African context. Its intention is to gather information on whether pop-up retail will provide a pleasurable experience to consumers and whether this type of retailing will provide enough of a competitive advantage in the changing retail landscape. The information the study gathers will be valuable to both marketers and retailers as it should be able to guide them as to how to create pleasurable experiences using one or more of the four realms of experience. With this type of information from market-research, retailers should be able to reap great benefits from their marketing efforts and should provide consumer insight on a range of products, services and marketing approaches. As today's consumer becomes more resistant to traditional retailing and marketing, retailers could benefit by incorporating experiential marketing techniques, such as pop-up retail, into their mix of business strategies (Palmer, 2002). Through the creation of pleasurable experiences, consumers should have intent to patronage the store, which in turn will lead to a positive brand image being created for the retailer. Thus, knowing how to create pleasurable experiences through pop-up retailing will be invaluable to the long-term survival of the retailer.

To date pop-up retail environments have not been widely studied in South Africa in an academic sense, therefore this study contributes to the knowledge base about consumers' behaviour in relation to pop-up retailing and particularly in the apparel retail shopping environment. By addressing the research objectives, this study investigates relationships between the four realms of experience, pleasurable experiences, brand image and patronage intention and therefore provides valuable

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insights into the potential that pop-up retailing can provide for retailers within the apparel retail environment.

1.6 GENERAL AND SPECIFIC OBJECTIVES OF THE STUDY

The general objective of this study is to understand and investigate the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. This study hypothesized that the four realms of experience (4E's) will affect the pleasurable pop-up retail experiences of consumers and ultimately their response behaviour toward the brand. Specific objectives of the study are:

- To explore the effects of the four realms of experience (entertainment, education, esthetics and escapist) on the pleasurable experiences of consumers within a pop-up retail environment.
- To explore the effects of consumers' pleasurable experiences (sensory, social, emotional and intellectual) within a pop-up retail environment on their intention to patronise the store.
- To investigate consumers' patronage intention towards pop-up retail and positive brand image.

1.7 DEFINITION OF KEY TERMS

The following section provides definitions of key terms that are applied throughout the dissertation.

Brand image: a set of associations usually organised in a meaningful way in consumer memory that represents perceptions that may or may not reflect an objective reality of the brand (Keller, 1993:3; Aaker, 1991:109).

Brand loyalty: a deeply held commitment to purchase a preferred product or service consistently (Ponsonby-McCabe & Boyle, 2006:179; Oliver, 1999:34).

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Experience realms (4Es): entertainment, educational, escapist, and esthetic realms proposed by Pine and Gilmore (1999). These sub-definitions are:

Entertainment realm: rewarding experiences that occur when customers passively observe a performance or activity.

Educational realm: rewarding experiences from consumers' active participation, where their minds and/or bodies are actively engaged in enhancement of individual knowledge or skills.

Esthetic realm: rewarding experiences that engage consumers in a passive manner, where they just enjoy "being" in an attractive environment.

Escapist realm: rewarding experiences where customers actively shape the activity or performance that allows them to embark from everyday experience and feel as if they have escaped to some specific place/time.

Experiential retailing: a retail strategy that transforms products and services into a total consumption experience. It entails marketing efforts that include emotional engagement, interactive elements and rich sensory experiences to engage consumers (Kim *et al.,* 2007:3).

Patronage intention: the intent to support a specific brand or retailer and includes the consumer's willingness to consider, recommend, or purchase from a retailer in the future (Baker *et al.,* 2002; Mathwick, Malhotra & Rigdon, 2001).

Pleasurable experiences: experiences, which induce a state of pleasure, therefore if a consumer, enjoyed their experience, they are likely to want to enjoy that experience again (Dubé & Le Bel, 2003a). There are four elements to pleasurable experiences and their sub-definitions are:

Sensory experiences: the type of pleasure that is mainly a result of the pleasant sensations induced during the experience.

Social experiences: the type of pleasure that is caused from appreciating the complexities and subtleties of things around the consumer.

Emotional experiences: the type of pleasure that is derived from one's interactions with others.

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Intellectual experiences: the type of pleasure that is borne of feelings, ideas, or mental images.

Pop-up retail: a retail setting that is highly experiential usually focused on promoting a brand or product line, often available for a short time period, and generally in smaller venues thus encouraging more personal dialogue with brand representatives (Pomodoro, 2013; Gordon, 2004).

1.8 ORGANISATION OF THE DISSERTATION

Chapter 1 outlines the research study. The research purpose and objectives were included, as well as a discussion of the significance of the study and definitions of key terms.

Chapter 2 discusses the theoretical perspective which was used in the study. The Four Realms of Experience Model was used as a theoretical perspective to explore the effects of the 4E's on pleasurable experiences, brand image and patronage intention. Literature related to pop-up retail environments is explored within the theoretical framework, including studies that examine the relationship between patronage intention and brand image. Based on the literature and relative to the objectives of the study, several testable hypotheses are developed.

Chapter 3 presents the research design that is used to test the research hypotheses, and provides the details of the sample and data collection procedures. Lastly the procedures for data analysis are discussed.

Chapter 4 discusses the data analysis, statistical tests that were used and presents the findings of the study in light of the research objectives. The testing of the hypotheses and multiple-regression modelling is provided relative to the conceptual model. Finally, results are discussed relative to the hypotheses.

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Chapter 5 presents the final conclusions and implications of the study. Recommendations are provided and limitations are discussed. Finally, suggestions for further research are provided.

1.9 CONCLUSION

In this chapter, the study was outlined in terms of the context of experiential marketing and pop-up retail, the research problem and overall objective of the study. Chapter 2 will focus on the theoretical perspective: Pine and Gilmore's (1999) *Four realms of experience economy theory*. The following chapter will investigate previous literature, focusing on the four realms, pleasurable experiences, patronage intention and brand image. A more in-depth account of these important concepts pertaining to pop-up retail will be given.

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CHAPTER 2: LITERATURE REVIEW

This chapter provides a background to the theoretical perspective, Pine and Gilmore's (1999) experiential economy theory, used as well as the review of literature pertinent to the study. Chapter 2 specifically focuses on the four realms of experience and how it relates to pleasurable experiences, patronage intention and positive brand image. This chapter concludes with the conceptual framework and hypotheses developed for the study.

2.1 THEORETICAL FRAMEWORK: THE EXPERIENCE ECONOMY THEORY

This study was based on a theoretical approach called the experience economy that supports the use of four realms (entertainment, educational, esthetic and escapist) to enrich consumers' experiences and connect them to products and services (Pine & Gilmore, 2011; 1999; 1998). The four realms of experience, as outlined by Pine and Gilmore (2011; 1999; 1998), were employed as a suitable theoretical framework to investigate consumers' experience of pop-up retail and ultimately their behaviour to patronise the physical store and create a positive brand image.

Pine and Gilmore (1998:97) termed the concept *the experience economy* referring to consumers looking for something different from the goods and services they attain in the retail environment. Similarly Schmitt (1999:22) coined the term *experiential marketing* describing the new version of marketing that has been emerging over the past few years, that focuses on consumer experiences. Experiential marketing, which entails marketing efforts that include *"emotional engagement, interactive elements, and rich sensory experiences"* to connect consumers, are being increasingly used by retailers (Schmitt, 1999:25). It has also been suggested in previous studies that it is important to create engaging experiences for in-store consumers (Shaw & Ivens, 2002; Smith & Wheeler, 2002; Mahler, 2000).

An experience is not an unstructured construct; it is as real an offering as any service, good or commodity. The experience economy is thus where a product

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engages and connects with consumers in a personal and special way (Kim *et al.,* 2007:8; Pine & Gilmore, 1998:98). There are three main reasons why consumers' desire for experiences is happening. Rauen (2006) emphasises the main ideas that Pine and Gilmore (1999) made in *The Experience Economy*. The first reason is the additional supply of time and money to more affluent consumers who desire enjoyable activities. The second reason is that consumers have become more knowledgeable about design and have begun to expect good style and design. Thirdly, the abundance of competitors in the market has pushed retailers to differentiate themselves from one another (Rauen, 2006). Consumers have therefore started to unquestionably desire experiences as an economic offering.

Experiential retailing can be defined as "*a strategy that transforms products and services into a total consumption experience, including aspects that are both utilitarian and hedonic*" (Kim *et al.,* 2007:3). An example of such an experience would be pop-up retail because it incorporates both utilitarian and hedonic functions. Utilitarian functions are related to necessity and involve satisfying basic physiological needs and that a product/service is purchased efficiently and rationally (Kim *et al.*, 2007:61; Arnold & Reynolds, 2003; Hoffman & Novak, 1996; Batra & Ahtola, 1991). On the opposite side of the spectrum, hedonic aspects relate to emotions and intangible benefits. It is related to shopping for recreation (Kim *et al.,* 2007:61; Sherry, 1990; Hirschman & Holbrook, 1982:92). Experiential retail strategies, such as pop-up retail, change products and services into retail offerings with a complete and holistic experience including emotional involvement (Kim, 2001). It is important to remember that experiences are imagined to hold greater economic value than what goods or services can provide (Pine & Gilmore, 1998). When consumers receive utilitarian or functional benefits along with hedonic or emotional benefits, the consumption experience is more satisfactory (Kim *et al.,* 2007:16; Babin, Darden & Griffin, 1994). Thus pop-up retail as a new form of experiential marketing will allow for satisfactory experiences and lead retailing expectations and building brand image (Surchi, 2011) into the norm of the current and future consumer.

However, the growth of experiential retailing is not shown by a single operation, but rather is possible because it is founded on a long-term customer relationship (Kim *et al.,* 2007:343). Therefore it is important to note that effective experiential marketing

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creates long-term relationships and could then possibly lead to patronage intention and brand loyalty. Patronage is the support a patron has for a specific brand or retailer (The Free Dictionary, 2009). It also includes the consumer's willingness to consider, recommend, or purchase from a retailer in the future (Baker *et al.,* 2002; Mathwick *et al.*, 2001), thus patronage intention is the intent of supporting a specific brand or retailer, thereby creating brand loyalty. Brand loyalty is defined as a "*measure of the attachment that a customer has to a brand"* (Aaker, 1991:39), and is a deeply held commitment to purchase a preferred product or service consistently (Oliver, 1999:34). This causes repetitive same-brand purchasing, despite circumstantial influences and marketing efforts. Thus when consumers have patronage intention, brand loyalty will possibly be a natural result.

This theoretical perspective is thus ideally suited to this study as it focuses on experiences and how they provide a holistic consumer experience and ultimately patronage intention and a positive brand image. This study further aims to address the role brand image plays within the consumer's experience of pop-up retail and expects that the four realms of experience will positively relate to brand image as well as patronage intention. The selected framework (Figure 2.1) employed was applied to investigate the effects of the four realms of experience (entertainment, educational, esthetic and escapist) on the pleasurable experiences of consumers and the effects of consumers' pleasurable experiences (sensory, social, emotional and intellectual) within a pop-up retail environment on their intention to patronise the store based on a positive brand image. The following concepts (the pop-up retail environment, the four realms of experience, pleasurable experiences, brand image and patronage intention) have been identified as the main constructs for this study. In the next section these constructs will be defined, explained and linked to the study.

2.2 THE FOUR REALMS OF AN EXPERIENCE

As the growth of experiential marketing became evident, authors Pine and Gilmore (1998) explored which elements come together to form memorable experiences and

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in doing so, engage consumers. The experiences which allow for rich sensory experiences for consumers can be separated into four broad categories, namely: entertainment, educational, esthetic and escapist (Pine & Gilmore, 1998:102). This is better known as the four realms of an experience, which Pine and Gilmore (1998) discussed in "Experience Economy". Their model fits in well with the study surrounding pop-up retail as pop-up retail is an experiential marketing form. Figure 2.1 depicts the four realms of experience model.

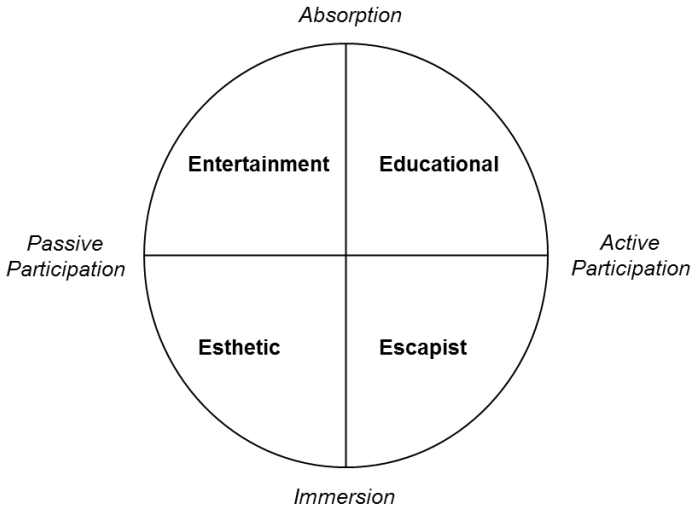

FIGURE 2.1: THE EXPERIENCE REALMS (4Es), (Pine & Gilmore, 1999:30)

In the four realms of experience model, consumer involvement has two dimensions, namely participation and connection. Participation is divided into active participation and passive participation. Passive participation is where consumers do not need to be actively involved in the performance (such as people who attend fashion shows; they experience the event as viewers (see Appendix A: Image 1)). Active participation is the opposite of passive participation, and refers to an event where the participants are actively involved in the event and create their own experience (Pine & Gilmore, 1998:101) (such as taking part in a course that teaches fashion drawing, or using a flip-flop vending machine (see Appendix A: Image 2)). The second dimension of experience describes the kind of "connection" to the event (Pine & Gilmore, 1998:45). Connection can be divided into absorption and immersion. Absorption occurs when viewing an event from afar (such as viewing a fashion show

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on television; one can absorb the event (see Appendix A: Image 3)). Immersion is when a consumer is completely immersed in an event (Pine & Gilmore, 1998:102) (such as going to MonteCasino which is fashioned to look like an Italian village where one can shop at retail stores, go to restaurants, gamble, or enjoy live theatre shows (see Appendix A: Image 4)). It is important to note that passive participants' connection with the event is more likely to be one of absorption than of immersion.

Entertainment experiences would be those in which the consumer participates more passively than actively. Educational experiences would involve more active participation but their connection to the event is more one of absorption than immersion. Escapist experiences involve greater consumer immersion and active participation and when the consumer's active participation is minimised, the escapist experience becomes an esthetic experience; consumers are immersed in the environment but have little active participation. The richest experiences would encompass all four realms, which forms a "*sweet spot*" around the area where the quadrants meet (Pine & Gilmore, 1998:102). The shopping experience thus needs to be designed correctly to encourage the best experience for its consumers and to ensure patronage (Ponsonby-McCabe & Boyle, 2006:178; Pine & Gilmore, 1998:102), and an effective way to create this is through experiential marketing. The next section focuses on the four realms of experience (e.g., entertainment, educational, esthetic and escapist).

2.2.1 The entertainment realm

The entertainment realm is that which most consumers will think of when imagining experiences in the retail environment. People easily speak of entertainment as reading a book, or watching a movie, or listening to music, and this refers to passive absorption. Many authors (La Salle & Britton, 2003; Pine & Gilmore, 1999; Schmitt, 1999) have emphasized how important entertainment is as it is viewed as a key element for the fulfilment of the consumer's desire for pleasure and enjoyment. Consumers increasingly desire entertaining shopping experiences. Entertainment helps create a memorable consumer experience and thus provides retailers with an opportunity to create differentiation in their store environments and retail offerings.

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Consumers have come to expect to be entertained, either through music, interactive experiences, or unique scenery (Kim *et al.,* 2007:225). Entertainment retailing is about making an emotional connection with the consumer and is one of absorption and passive participation (Pine & Gilmore, 1999:46).

An example of this would be selected shopping malls in South Africa, which provide many different and exciting aspects to the shopping experience. A perfect example would be of a mall that strives for "*shoppertainment*". Shoppertainment unites shopping and entertainment in a single shopping site (Fife, 2004). A mall that strives for shoppertainment would provide consumers with hundreds of traditional retail stores, such as Woolworths, Truworths, Edgars, Checkers and Game, which are all well-known South African department and general merchandise stores, as well as smaller boutique stores and many restaurants. The real draw card for this type of mall would be that its main focus is on entertainment. It would entail a cinema complex, possibly a drive-in movie complex, and an arena where a host of activities can take place. Consumers, who frequent this mall, could busy themselves within the mall for an entire day as there is so much to look at and plenty activities to keep them and their entire family busy. A good example of such a mall would be MonteCasino in Johannesburg (see Appendix A: Image 4). This mall combines, retail shops, restaurants, a casino and two theatres to create shoppertainment. This type of mall thus engages consumers in passive participation through observation of others' shopping activities, leading to a sense of pleasure (Fisher & Arnold, 1990), as well as absorption within the mall.

Another example of the entertainment realm would be the Puma Social Club in Braamfontein, a trendy urban area in Johannesburg. This club was a pop-up club, which was open from October 2012 until March 2013 (Puma Social Jozi, 2012). This club was such a success that they decided to extend its opening time for another six months. It was only open on Friday evenings and offered live music, food, pool tables, foosball tables, table tennis tables, air-hockey tables, and even dominoes. This club was centred on keeping its consumers entertained as well as creating a buzz since it was open for a limited time only. The brand image created for Puma through this social club was positive and was a pleasurable experience. Brett

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Bellinger, Marketing Director of Puma confirmed that "the pop-up was a great success – both from a brand perspective and a sales perspective" (Todwil Retail Solutions, 2013).

Jones (1999) has highlighted research that has related consumer experience and entertainment and the studies have taken a number of various directions. For example, researchers have discussed "consumer motivations for specific shopping trips". Consumers may engage in shopping as a means of socializing with their friends and for recreational purposes (Bellenger, Robertson & Greenberg, 1977). Jones (1999) also states that research has described entertaining shopping experiences as *"experience specific"*, suggesting that consumers may have entertaining experiences regardless of their motivations or tendencies to enjoy the shopping process. Many consumers would even classify shopping and store browsing as a form of entertainment itself (Sit, Merrilees & Birch, 2003; Kim, 2001; Buzz, 1997). Entertainment as an experience for the consumer has been emphasized by many authors (La Salle & Britton, 2003; Pine & Gilmore, 1999, Schmitt, 1999). This indicates that there is definitely a connection between entertainment and experience, and when consumers are engaged in entertaining experiences, pleasure is an outcome. Pleasurable experiences consist of sensory, social, emotional and intellectual experiences (Dubé & Le Bel, 2003a), which will be discussed in more detail in section 2.3.

This study hypothesized that the **four realms of experience (entertainment, educational, esthetic and escapist)** will have a positive effect on consumers' **pleasurable experiences (sensory, social, emotional, and intellectual)** of pop-up retail. To measure the positive effect of **entertainment** on consumers' pleasurable experiences of pop-up stores the following hypotheses were formulated:

H_{1a}: The **entertainment realm** will have a positive effect on consumers' **sensory pleasure** of pop-up retail.

H_{1b}: The **entertainment realm** will have a positive effect on consumers' **social pleasure** of pop-up retail.

H_{1c}: The **entertainment realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

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H_{1d}: The **entertainment realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

2.2.2 The education realm

The education realm refers to absorption and the active participation of the individual (Pine & Gilmore, 1999:48). This means that the consumer needs to be actively involved in the educational experience. Educating consumers within a retail environment allows consumers to experience more than what they thought they could. It is often referred to as "*edutainment*". This concept brings together education and entertainment (Kim *et al.*, 2007:227).

A good example of this type of retail would be the "Build-a-Bear" retail outlets, a speciality store, where consumers could pick the fur of the teddy bear, the type of stuffing, the clothes, the facial features and even the heart of the bear and then see it come together before their eyes. This makes the experience of buying a teddy bear more rewarding and consumers would pay extra to purchase a teddy bear they helped design and make.

Another example could be that of the Verimark stores that demonstrate how their products are to be used. This often happens either in a dedicated Verimark store or in a hypermarket such as Pick 'n Pay or Makro, where Verimark can have a smaller stand and brand representatives indicating the usefulness and importance of their products. Consumers are thus then comfortable and able to use the products successfully at home. Brand image is expected to be positively affected as consumers are educated about products and services. The active search for information about products or services can result in a sense of pleasure (Arnold & Reynolds, 2003; Ryan & Deci, 2000). Bäckström and Johansson (2006:422) found that retailers consider education to be important to create pleasurable in-store experiences to consumers. Encouraging consumers to try out products, the retailers would increase the possibility of in-store experiences to occur (Bäckström & Johannsson, 2006:423). This indicates that there is a connection between education

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and experience, and when consumers are engaged in educational experiences, pleasure is an outcome.

It is hypothesized that the **four realms of experience (entertainment, educational, esthetic and escapist)** will have a positive effect on consumers' **pleasurable experiences (sensory, social, emotional, and intellectual)** of pop-up retail. To measure the positive effect of the **education realm** on consumers' pleasurable experiences of pop-up stores the following hypotheses were formulated:

H_{2a} The **education realm** will have a positive effect on consumers' **sensory pleasure** of pop-up retail.

H_{2b}: The **education realm** will have a positive effect on consumers' **social pleasure** of pop-up retail**.**

H_{2c}: The **education realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{2d}: The **education realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

2.2.3 The esthetic realm

The esthetic realm is one of the four realms of experience and refers to an experience where the consumer is immersed in an event but not partaking in it at all. The retail store is a complex environment that contains multiple atmospheric cues that can be categorised as exterior, general interior, layout and design, point-of-purchase and decoration, as well as human variables (Turley & Milliman, 2000:195). These elements will make up the esthetic realm. Understanding esthetic experiences helps retailers to provide products and environments that allow for positive consumer experiences (Fiore, 2010). If retailers can offer sensory stimulation in each of these areas that match the image of the store and the consumers who are targeted, the pop-up retail environment will be successful. Thus the pop-up store will intensify the brand image of the retailer, and retail atmosphere elements such as colour, music, scent, lighting, as well as store design that can affect patronage intention (Kim *et al*., 2007:83).

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An example of this would be the Stimorol[5] limo taxi. This experiential marketing form can pop-up at music festivals and other events and bring the entire brand to life through the design of the limo, as well as the interaction with brand representatives (Hanson-Moore, 2010:1). Another example of the esthetic realm used is the Feiyue[6] Mobile Unit. This fully-fledged store is built inside a truck using bent raw plywood fixed on white washed walls. It incorporates a peg-wall with wall-mounted items that can be rearranged to fit new visual merchandising schemes. This unit is driven by the "desire to create and share" and is an extension of the brand as it brings the brand to life (Feiyue Shoes, 2013). This allows accessibility for consumers to the French shoe brand and allows consumers to experience the brand's esthetic values when the van makes its appearance at music festivals, art events, campus activations and markets (Feiyue Shoes, 2013). In this experience realm, consumers enjoy being passively immersed in an attractive physical environment. Consumer experiences generated by the physical environment thus influence and result in pleasurable experiences (Fiore, 2010; Arnold & Reynolds, 2003; Baker *et al*., 2002). This indicates that there is a connection between esthetic and experience, and when consumers are engaged in esthetic experiences, pleasure is an outcome, which can then be related to a positive brand image or intention to patronage a store.

It is hypothesized that the **four realms of experience (entertainment, educational, esthetic and escapist)** will have a positive effect on consumers' **pleasurable experiences (sensory, social, emotional, and intellectual)** of pop-up retail. To measure the positive effect of **esthetic** on consumers' pleasurable experiences of pop-up retail the following hypotheses were formulated:

H_{3a}: The **esthetic realm** will have a positive effect on consumers' **sensory pleasure** of pop-up retail.
H_{3b}: The **esthetic realm** will have a positive effect on consumers' **social pleasure** of pop-up retail.

[5] Stimorol is a brand of chewing gum, produced by the Danish company Gumlink (former Dandy). It is based in Vejle, Denmark. It is one of the world's largest producers of chewing gum (Wikipedia, 2014b).
[6] Feiyue is *Feiyue* is a sneaker brand originally produced in Shanghai, China, in the 1920s. Today, they are still produced in China. Since 2006, *Feiyue* is also a French owned company, separate from the original Chinese company (Wikipedia, 2014a).

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H_{3c}: The **esthetic realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{3d}: The **esthetic realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

2.2.4 The escapist realm

The escapist realm refers to experiences that involve much greater immersion than entertainment or educational experiences. Consumers involved in escapist experiences are completely immersed in them as actively involved participants (Pine & Gilmore, 1999:50). Many consumers seek shopping experiences that provide an escape from the mundane and visit stores "to explore, stalk, hunt down, touch, feel, and interact with products that might fit into their lives" (Valas, 2004:26). Thus retail can provide a world of fantasy and addresses consumers' desires for involved, interesting, dynamic shopping experiences (Kim *et al.*, 2007:268). This type of experience adds hedonic value to otherwise utilitarian shopping and helps differentiate one retail brand from another (Kim *et al.*, 2007:252). This form of retailing can also be known as thematic retailing as it identifies and develops a storyline that promotes a retail identity and brand.

An example of such an experience would be themed restaurants, such as the Hooters theme-branded group of restaurants that has recently launched in South Africa. The waitresses wear tight white t-shirts and orange hot pants while serving litre jugs of beer, and onion fries and burgers. This brand of restaurants that initially started in the United States of America has opened in Umhlanga, Kwa-Zulu Natal as well as Johannesburg and Pretoria, Gauteng. The key to this type of retailing is that no matter which branch you go to, it will provide exactly the same elements in each of its branches wherever in the world, and thus will be expected to create a positive brand image in the mind of the consumer.

Another example would be of any type of theme park where rides are based on movies or games. Examples would be Aladdin's Magic Carpet at Disney World where consumers can be actively immersed in the experience of the ride. Another

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example would be of a casino where one is actively immersed in the gambling experience. Escapist features of shopping experiences have been discussed (Mathwick *et al.,* 2001; Babin *et al*., 1994) and Fiore & Ogle (2000) suggested that through retail environments a consumer *"may take on an alternative existence"*. This *"alternative existence"* may be shopping for a special occasion, or for fun rather than as a chore, which will lead to a pleasurable experience (Babin *et al*., 1994; Fisher & Arnold, 1990). Escapism could also refer to the experience of relaxation which in turn creates pleasurable experiences for consumers (Bäckström & Johansson, 2006:423). This indicates that there is a connection between escapism and experience, and when consumers are engaged in escapist experiences, pleasure is an outcome.

It is hypothesized that the **four realms of experience (entertainment, educational, esthetic and escapist)** will have a positive effect on consumers' **pleasurable experiences (sensory, social, emotional, and intellectual)** of pop-up retail. To measure the positive effect of **escapist** on consumers' pleasurable experiences of pop-up stores the following hypotheses were formulated:

H_{4a}: The **escapist realm** will have a positive effect on consumers' **sensory pleasure** of pop-up retail.

H_{4b}: The **escapist realm** will have a positive effect on consumers' **social pleasure** of pop-up retail.

H_{4c}: The **escapist realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{4d}: The **escapist realm** of pop-up stores will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

Pleasurable experiences consist of sensory, social, emotional and intellectual experiences, which will be discussed in the next section (2.3).

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2.3 PLEASURABLE EXPERIENCES

Pleasurable experiences are experiences, which induce a state of pleasure, therefore if a consumer enjoyed their experience they are likely to want to enjoy that experience again (Dubé & Le Bel, 2003a). It has been hypothesized in the previous section that pleasurable experiences are a result of the four realms (4E's) of experiences. This study aims at investigating whether consumer's pleasurable experiences could then lead to patronage intention which in turn could affect brand image in the mind of the consumer. The results from Jeong, Fiore, Niehm & Lorenz's study (2009) show that entertainment, escapist, and esthetic experiences had strong effects on experiencing pleasure. Esthetic experience specifically had the strongest influence on pleasure (Jeong *et al.,* 2009:120). This is in agreement with Scarpi's (2006) study that found that the design of the shopping environment and atmosphere should incorporate elements that enhance the enjoyment of shopping, and feelings of curiosity, fun and pleasure. It has also been discussed that pleasure-driven consumers tend to spend more time within the store compared to goal-orientated consumers (Babin *et al*., 1994). Environmental psychology research has also shown that consumer behaviour is influenced by store environmental qualities, and those consumers who experience pleasure are more likely to stay in a store for a longer amount of time (Stoel, Wickliffe & Lee, 2004; Donovan & Rossiter, 1982). These studies indicate that the store environment and at least one of the 4E's (entertainment, education, esthetic or escapist) will result in a pleasurable experience, thus making the pop-up retail environment the ideal store environment to allow for pleasurable experiences.

There is evidence that supports the notion that the store is an experience environment that allows for sensory, emotional and social connections (Castaldo & Mauri, 2008; Zaghi, 2008). The empirical research of Dubé and Le Bel (2003a) confirms that consumers classify pleasurable experiences into four possible types, namely sensory (or physical), social, emotional and intellectual.

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2.3.1 Sensory (or physical) pleasure

This type of pleasure is mainly a result of the pleasant sensations made during the experience (Dubé & Le Bel, 2003a). Studies have shown the importance of sensory experiences in the retail environment (Kim *et al.,* 2007; Burns & Neisner, 2006). Sensory environment (such as store design) is important to help the consumer to be completely immersed and engaged within a memorable experience. Sensory pleasure often motivates strong emotional attachments (Grisaffe & Nguyen, 2011). Consumers, who want to be part of an experience within a retail environment, emphasise the importance of the retail environment and that the environment influences patronage intentions (Yoon, 2013:698).

2.3.2 Social pleasure

Social pleasure is derived from one's interactions with others (Dubé & Le Bel, 2003a). The social event becomes a key strategy to provide a "consumer brand experience" (Brakus, Schmitt & Zarantonello, 2009). For instance, consumers are influenced by the cultural and societal contexts that surround them, with respect to their behaviour, values, patterns of consumption and shopping behaviour (Sullivan & Adcock, 2002). Studies have indicated that social aspects of shopping have a positive influence on consumers' in-store experiences (Bäckström & Johansson, 2006:426) and patronage intention (Yoon, 2013:698).

2.3.3 Emotional pleasure

Emotional pleasure consists of feelings, ideas, or mental images (Dubé & Le Bel, 2003a) that the consumer may have. Emotional pleasure is linked to consumer satisfaction in retail store environments (Eroglu, Machleit & Davis, 2003; Menon & Kahn, 2002; Sweeney & Wyber, 2002). Kotler (1974) argued that retail environments can be specifically designed to produce definite emotional effects in the consumer, thereby enhancing their purchasing probability. Thus, an important strategy to grow a business and create loyal customers is through "*emotional branding*" (Gobé, 2001) as this will lead to consumers experiencing an emotional effect, which should be

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pleasurable due to the store environment, which in turn should lead to patronage intention.

2.3.4 Intellectual pleasure

Intellectual pleasure is caused from "*appreciating the complexities and subtleties of things around the consumer*" (Dubé & Le Bel, 2003a). For example, one can drink a bottle of French champagne for a type of sensory pleasure (taste, tingle etc.); the same bottle can be drunk in the company of friends and become a social pleasure. That social pleasure can become an emotional pleasure when one becomes nostalgic, remembering good times with friends. Adding expertise and knowledge about the champagne, the experience becomes an intellectual pleasure when appreciating the aromas and winemaker's skill.

This all constructs the holistic consumer experience of the brand (Tsai, 2005:438). Schmitt (1999) suggests that the five experiential components of consumers (sense, feeling, thinking, acting, and relating) form the base for the holistic consumer experience. Using this information, retailers would be able to gain original insight into the mind of the consumer; develop an experiential strategy; provide vibrant interactions with the consumer; transform continuously to improve the lives of consumers and create a unique and memorable brand experience (Tsai, 2005:438). Thus by creating a successful pop-up retail environment based on the experiential marketing format, the retailer is able to present the consumer with a dynamic store environment where when ensuring the 4E's are present, pleasurable experiences are to be expected. The four realms of experience discussed, will add to the consumers' pleasurable experience.

According to the research of Donovan and Rossiter (1982), it was reported that pleasure increases the probability of patronage. The pleasurable experiences that the retailers would possibly create in the pop-up retail environment would then positively affect patronage intention as well as brand image.

It is hypothesized that consumers' **pleasurable experiences (sensory, social, emotional, and intellectual)** will have a positive effect on consumers' patronage

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intention of pop-up retail. To measure the positive effect of **pleasurable experience** on consumers' patronage intention the following hypotheses were formulated:

H_{5a}: Consumers' **sensory pleasure** will have a positive effect on **patronage intention**.

H_{5b}: Consumers' **social pleasure** will have a positive effect on **patronage intention**.

H_{5c}: Consumers' **emotional pleasure** will have a positive effect on **patronage intention**.

H_{5d}: Consumers' **intellectual pleasure** will have a positive effect on **patronage intention**.

2.4 PATRONAGE INTENTION

Patronage is the support of a patron for a specific brand or retailer (The Free Dictionary, 2009; Baker *et al.,* 2002; Mathwick *et al.*, 2001). According to Schmitt (1999:26), customers assess product quality and brand image when considering patronage of any retailer. Patronage intention is the intention that a consumer will support a specific brand that will be expected to lead to brand loyalty. Researchers (Baker *et al.,* 2002) have used patronage intention variables (e.g. willingness to return to, recommend, and purchase from a retailer) to evaluate consumer responses toward a retailer and they found that store environment elements influence perceptions of the shopping experience and that they consequently influence patronage intention. Sullivan and Heitmeyer (2008) found that in their study of Generation Y apparel consumers, experiential attributes of the retail experience influenced patronage. Other research has also suggested that through the successful incorporation of experiential retailing, consumer engagement and patronage intention increased (Kim *et al.*, 2007; Park, Kim & Forney, 2006; Newman & Patel, 2004). It has also been noted that patronage intention relies on providing an added value to the consumers through a distinguishable retail experience (Stoel *et al.*, 2004; Fiore & Ogle, 2000). Thus, it is evident that through the incorporation of experiential retail, such as pop-up retail, consumers are likely to display patronage intention.

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It is also important to note that strong emotions seem to be integral to brand experiences, consumer decisions, and customer loyalty (Kim *et al.*, 2007:342). Thus, strong emotions can provide an obstacle for competitors to try exceeding (Crosby & Johnson, 2002:10). The engaged consumer also wants products, communications, entertainment, and marketing efforts that stimulate their senses, evoke emotion, and motivate their thinking; they expect and respond best to experiences and want shopping to be fun (Karolefski, 2003:21). It is thus important to provide the consumer with a more hedonic than utilitarian shopping experience as experience-driven settings are characteristically more multi-sensory and rely on rich consumer experiences. Strong emotional attachment to brands is important to ensure patronage intention (Oliver, 1999). It has been shown that rich customer experiences create loyalty and repeat patronage (Kim *et al*., 2007:337). Thus, the experiential retail environment, such as pop-up retail, which relies on creating pleasurable experiences, should lead to patronage intention.

2.5 BRAND IMAGE

A brand image is the perception consumers have about a particular brand (Rath, Bay, Petrizzi & Gill, 2008:22; Kim *et al.*, 2007:356). It is a set of associations usually organised in some meaningful way in consumer memory and represents perceptions that may or may not reflect objective reality (Aaker, 1991:109; Keller, 1993:3). Brand image and associations are formed in ways to help process and retrieve information related to the brand, providing the customer with reasons to buy (Hsu, Oh & Assaf, 2012:83). Branding can be used as a retailer's unique strength that their competitors cannot easily copy. Brands are important to consumers because they add value to the product or service that they consume (Cant, Van Heerden & Ngambi, 2010:208). Developing a well-positioned brand thus creates a competitive advantage and provides consumers with a shopping experience that is different, unique, special, and identifiable (Caylor, 1999:73).

Effective branding presents a marketable image that provides specific retail advantages, such as consumer attraction from farther distances, increased retail patronage intention, and more targeted consumers for retailers (Kim *et al.*,

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2007:329). In the past branding was about logo design, packaging and font; nowadays brands are primarily means through which an image of a product or service crops up in people's minds when they think about a particular brand. Thus brands need to connect to the consumer on an emotional level (Kim *et al*., 2007:329).

Branding is an experience rather than a collective mass of individual properties. Caylor (1999:74) explains branding "*starts first and foremost with the experience. If the shop or the consumer can have a very particular type of experience that is different, unique, special, and identifiable, then the retailer is on the right path to branding. It is an overall experience rather than a multiple number of properties"*. Thus the four realms of experience, namely, entertainment realm, education realm, esthetic realm and escapist realm, become very important in terms of branding as they enhance the overall retail experience and thus the brand image created in the mind of the consumer once pleasurable experiences, such as sensory pleasure, social pleasure, emotional pleasure, and intellectual pleasure are delivered and enjoyed.

As consumers become used to retailing making use of experiential marketing, consumers may display high levels of initial interest but this could wane over time. One solution to challenge this fatigue is for the retailer to create a brand that differentiates itself from all the other retailers, thus continuing to attract consumers (Kim *et al.,* 2007:329). This would be the desired outcome for any retailer making use of any experiential retail environment. A consumer is likely to become loyal to a brand if the brand provides a unique experience that is unavailable from competitors' offerings (Aaker, 1991). Excellent design, marketing and delivery are every bit as crucial for experiences as they are for goods and services. Originality and innovation will always lead growth and revenue, yet experiences, like goods and services, have their own separate qualities and characteristics and provide their own design challenges (Pine & Gilmore, 1998:101). The pop-up store emphasises the brand experience; it is not concerned with creating mass sales. It is about creating niche and interesting connections with the retailer's consumer, and creating personality and conversation for your brand. It stresses the importance of creating experience

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and connection with the brand (Hanson-Moore, 2010:1) and thus the design, marketing and delivery of the pop-up store environment is important for retailers to create an experience for their consumer. The pop-up retail store is there to support the existing affective and emotional relationship between consumer and brand (Thomson, MacInness & Park, 2005). It is also there to increase a sense of belonging to a brand community (Cova, 2003). Attaining memorable experiences requires understanding consumer emotions and the consumers' need for fun and hedonistic experiences (Addis & Holbrook, 2001). Being memorable (Aaker & Joachimsthaler, 2000), and emotionally powerful (Upshaw, 1995) are two of the important elements that would influence consumer's thinking about brand loyalty.

Brand loyalty stems from repeated use of or experience with a brand (Ponsonby-McCabe & Boyle, 2006:179). Such prior experience can result in either cognitive or emotional effects for the consumer concerning the brand. Branding can be viewed as a total experience encompassing both utilitarian aspects and hedonic aspects. Utilitarian attributes correspond to cognitive and rational characteristics and hedonic attributes have been associated with the emotional aspect of the brand (Kim *et al.*, 2007:341). An example would be that of the Nike brand. Nike is almost in the experience business as its *Niketown* stores are completely for show and to build brand image and stimulate buying at other retailer's outlets, and not for selling (Pine & Gilmore, 1998:101). The goal of pop-up retail should be to begin a long-term consumer relationship, resulting in growing emotional attachment to the firm's products, services or brands, thus a positive brand image is maintained. A possible expectation of the proposed study may therefore be that the four realms of experience would result in pleasurable experiences which would in turn influence patronage intention positively and thus patronage intention would be positively related to brand image. It is important to note that this relationship might be reciprocal, but for the scope of this study the effect that patronage intention will have on positive brand image is tested.

Patronage intention is expected to be positively linked to **brand image** as pleasurable experiences become the focus of retailers. Thus the following hypothesis is proposed:

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H_6: **Patronage intention** will have a positive effect on consumers' positive **brand image** of the pop-up retail store.

2.6 CONCEPTUAL FRAMEWORK

The conceptual framework depicted in Figure 2.2, is derived from the Four Realms of Experience as formulated by Pine and Gilmore (1998:102). It is used as a suitable model from which an appropriate conceptual framework for this study could be constructed.

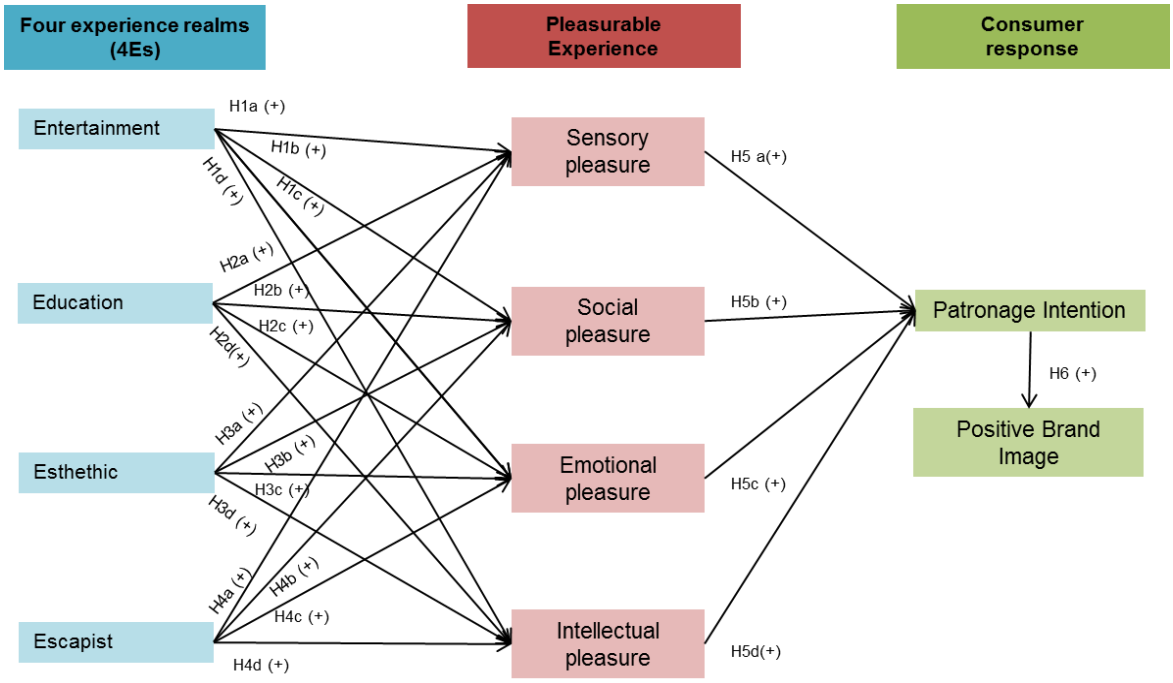

FIGURE 2.2: CONCEPTUAL FRAMEWORK

The experience is made up of four realms namely, entertainment, education, esthetic, and escapist. These four experience realms affect pleasurable experiences, such as: sensory pleasure, social pleasure, emotional pleasure and intellectual pleasure, which in turn have an effect on the consumers' patronage intention as well as brand image. This all occurs within the pop-up retail environment. The above-mentioned concepts that are focused on in this study aims to explore the pleasurable experiences that can have an effect on patronage intention within a pop-up retail environment and ultimately on brand image. This study is of importance within the

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South African context as pop-up stores are still relatively new. Pop-up retail has so far got little attention from academic theory and research, apart from a few studies mostly marketing and retail orientated. This study could formulate results that could give insight for retailers on how consumers behave and react within the pop-up retail environment and how effective it is as an experiential marketing form and a means to create patronage and thus brand loyalty.

2.7 CONCLUSION

This chapter described the theoretical perspective that underlies the study, as well as the delineation of the constructs tested and a review of the relevant literature. The proposed hypotheses were also stated. The next chapter outlines the research design and methodology used in the study.

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CHAPTER 3: RESEARCH METHODOLOGY

This chapter presents the research methodology, and includes the following sections: (1) Research design, purpose and approach; (2) Instrument development (conceptualisation and operationalisation); (3) Sample, sampling and procedure; (4) Data collection; (5) Data analysis; (6) Ethical considerations; and (7) Conclusion. The application of the measuring instruments (the methods used to ensure reliability and validity) within the study is given as well as the researcher's contribution to ethical considerations.

3.1 RESEARCH DESIGN, PURPOSE AND APPROACH

The purpose of this exploratory study was to investigate the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. The study was empirical in nature and a survey as research design was followed. The goal of exploratory studies is to gain understanding into a situation, phenomenon, community or person (Blaikie, 2000; Bless & Higson-Smith, 1995:42). This is typical when a researcher is examining a new interest (Cant *et al.*, 2010:127; Ruben & Babbie, 2001:123; Struwig & Stead, 2001), like pop-up retail, as in this study. A cross-sectional study (Mouton, 2001:57, 152) was undertaken to explore influencing factors regarding pop-up retail and the four realms of experience as a current phenomenon in South Africa. A cross-sectional approach was applicable for the current study because this approach provides information on the phenomena at a single fixed point in time and not over a longer period of time (Leedy & Ormrod, 2010:186; Fink, 2005:75). A quantitative research approach was used to test the hypotheses developed for this study. A quantitative approach allows for a great amount of data to be collected (Wiese, 2004:134; Mouton, 2001:152). It also allows for measurement actions which results in numeric data that can be statistically analysed (Cant *et al.*, 2010:128; Leedy & Ormrod, 2010:182; Creswell, 2003:18). This research approach does not involve changing or modifying the situation under investigation, nor is it intended to determine causal relationships (Leedy & Ormrod, 2001: 179), but it does aim to determine the relationship between the independent

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and the dependent variable in a population (Hopkins, 2000:1). For this study the relationship between the four realms of experience and pleasurable experiences (independent variables) and patronage intention towards pop-up retail (dependent variable) was sought.

3.2 INSTRUMENT DEVELOPMENT

For a study to produce precise and accurate data, the study has to be both valid and reliable (Delport & Roestenburg, 2011:172; Zikmund & Babin, 2007:210; Leedy & Ormrod, 2005:29). A structured, self-administered questionnaire (Appendix C) was developed based on existing scales. The items in the questionnaire were adapted and developed through references to previous studies. The independent variables of this study were: the four realms of experience (entertainment realm, education realm, esthetic realm, escapist realm) and pleasurable experiences (sensory pleasure, social pleasure, emotional pleasure and intellectual pleasure). These independent variables were measured by items adapted and developed from the following scales: Kim *et al.* (2010), Jeong (2007), Niehm *et al.,* (2007), Oh, Fiore and Jeoung, (2007), Kim (2003) and Moore and Benbasat (1991). The dependent variable of this study was patronage intention towards pop-up retail and was measured by items adapted from the following scales: Kim *et al.,* (2010), Niehm *et al.,* (2007) and Jeong (2007). The questionnaire is the most common instrument for the collection of primary data for survey purposes (Cant *et al.*, 2010:132). Six questions measuring consumer's patronage intention towards pop-up retail, the dependent variable, were included in the survey. At least four questions were designed for each independent variable to increase theoretical validity (see Table 3.1). Validity refers to the ability of an instrument to measure what it is intended to measure (Zikmund, 2003:232).

Questions addressing general demographic information, such as gender, age and ethnicity, were also included. The instrument consisted of 58 items. Table 3.1 summarises the constructs that were employed in the study as well as the items measuring them. Most of the constructs being investigated were measured using a six-point Likert-type scale, ranging from 'very strongly disagree' = 1 to 'very strongly

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agree' = 6 to increase reliability. The middle point was omitted to ensure that participants either agreed or disagreed with the statement. Reliability is the degree to which a measure is free from random errors and therefore yields consistent results (Zikmund, 2003:231). The Likert scale is a popular attitude scale. Attitude scales allow respondents to indicate their level of favourable/unfavourable opinion (Rath *et al.,* 2008:256). The participants in the study were presented with a statement and then asked to select a degree of agreement or disagreement with the statement (Rath *et al.,* 2008:256). Likert scales have been successfully used in similar studies (Kim *et al.,* (2010); Niehm *et al.,* 2007; Kim, 2003).

To ensure measurement validity easy reading, conversational language was used to avoid any complexity. The questions were asked in a way to make sure that they do not lead to suggested answers that would be desirable. Questions were related to hypotheses to assure they were tested. The scales were pilot tested to assure that it measured what it intended to.

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TABLE 3.1: CONCEPTUALISATION AND OPERATIONALISATION

Hypotheses	Conceptualization Dimensions	Indicators	Examples of adapted items	Variables	Number of items	Measurement scales
H_0: The **four realms of experience** will not have a positive effect on consumers' pleasurable experiences of pop-up retail. **H_1**: The **four realms of experience** will have a positive effect on consumers' pleasurable experiences of pop-up retail. Experiences can be separated into four broad categories, namely: entertainment realm, education realm, escapist realm and esthetic realm (the four E's).						
H_0: The **entertainment realm** will not have a positive effect on consumers' pleasurable experiences of pop-up retail. **H_{1a-d}**: The **entertainment realm** will have a positive effect on consumers' pleasurable experiences of pop-up retail.	**Entertainment realm**: Creates a memorable consumer experience by making an emotional connection with the consumer. The consumer participates more passively then actively.	Provides amusement Something fun Stimulating information Stimulating activities Enjoyable activities	Pop-up stores …. Provide some exciting activities for consumers	V6	7	Scale adapted from Kim *et al.,* (2010), Niehm *et al.,* (2007), Jeong (2007), and Oh *et al.*, (2007)
			Have fun things to do	V22		
			Are wonderful for amusement	V37		
			Create enjoyment for those who visit them	V41		
			Provide a memorable experience	V13		
			I really enjoyed being at the pop-up store.	V56		
			The pop-up store was boring to me (reverse code)	V44		
H_0: The **education realm** will not have a positive effect on consumers' pleasurable experiences of pop-up retail. **H_{2a-d}**: The **education realm** will have a positive effect on consumers' pleasurable experiences of pop-up retail.	**Education realm**: Allows consumers to experience more and to learn about products or brands. Involves more of an active participation but their connection to the event is more one of absorption than immersion.	Learning about new products, brands etc. Learning in a fun way Learning about products so that they will be remembered	Pop-up stores… Offer me an opportunity to learn about new products	V7	4	Scale adapted from Kim *et al.,* (2010), Niehm *et al.,* (2007), Jeong (2007), and Oh *et al.*, (2007)
			Provide a good way to get information about new products	V24		
			Are a fun way to see what the brand is all about	V42		
			Are an enjoyable way to test out new products	V14		

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H_0: The **esthetic realm** will not have a positive effect on consumers' pleasurable experiences of pop-up retail**.** **H_{3a-d}:** The **esthetic realm** will have a positive effect on consumers' pleasurable experiences of pop-up retail**.**	**Esthetic realm**: Sensory stimulation that includes elements such as exterior, general interior, layout, design, point-of-purchase and decoration, human variables. Consumers are immersed in the environment but have little active participation.	Stimulating environment Pleasing design Interesting interior Memorable decoration	Pop-up stores …. Are located in interesting venues	V8	7	Scale adapted from Jeong (2007) and Oh *et al.,* (2007) and Kim (2003)
			Are stores that are unusual	V25		
			Have an interior that I will remember	V38		
			I would visit a pop-up store because it… Looks interesting	V15		
			Is eye-catching	V19		
			Has unusual exterior looks	V33		
			Has its products visually displayed	V34		
H_0: The **escapist realm** will not have a positive effect on consumers' pleasurable experiences of pop-up retail. **H_{4a-d}:** The **escapist realm** will have a positive effect on consumers' pleasurable experiences of pop-up retail.	**Escapist realm**: Addresses consumers' desires for involved, interesting, dynamic shopping experiences that can become thematic retailing. Escapist experiences involve greater consumer immersion and active participation.	Being in another world Going to another reality Creating an unknown world Place to break away from reality	I would visit a pop-up store because it… Makes me forget about my everyday life	V16	6	Scale adapted from Jeong (2007) and Oh *et al.,* (2007)
			Is an escape from my reality	V30		
			Allows me to totally forget about my daily routine	V45		
			Made me feel like I was a different person	V21		
			Creates an unknown world	V48		
			Is an experience I do not want to miss	V20		

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H_0: Consumers' **pleasurable experiences** will not have a positive effect on patronage intention. **H_5:** Consumers' **pleasurable experiences** will have a positive effect on patronage intention. Pleasurable experiences are experiences that are enjoyable and that one would want to repeat. Four possible types of pleasurable experiences that construct the holistic consumer experience of the brand: sensory pleasure, social pleasure, emotional pleasure and intellectual pleasure.						
H_{0a}: Consumers' **sensory pleasure** will not have a positive effect on patronage intention. **H_{5a}:** Consumers' **sensory pleasure** will have a positive effect on patronage intention.	**Sensory pleasure:** Borne of the pleasant sensations induced during the experience	Create sensory experience Visually appealing Pleasant/pleasing impression	Pop-up stores... Satisfy my senses	V9	6	Scale adapted from Kim *et al.,* (2010) and Oh *et al.,* (2007) and Kim (2003)
			Should provide a pleasant experience	V26		
			Provide me with enjoyment	V39		
			Create a great shopping experience	V43		
			Are visually appealing	V11		
			Create a pleasing impression	V23		
H_{0b}: Consumers' **social pleasure** will not have a positive effect on patronage intention. **H_{5b}:** Consumers' **social pleasure** will have a positive effect on patronage intention.	**Social pleasure:** Derived from one's interactions with others	Socialising with friends Meeting-up with friends Sharing with friends Creating memories with friends	I would visit a pop-up store because it... Is a place that I can visit with my friends	V17	5	Scale adapted from Kim *et al.,* (2010) and Moore & Benbasat (1991)
			Is something to enjoy with my friends	V31		
			Is a place where I can hang out with my friends	V46		
			Is a fun place to meet my friends	V35		
			Impresses my friends	V49		
H_{0c}: Consumers' **emotional pleasure** will not have a positive effect on patronage intention. **H_{5c}:** Consumers' **emotional pleasure** will have a positive effect on patronage intention.	**Emotional pleasure:** Borne of the feelings, ideas, or mental images during the experience	Changes my emotions Lifts moods Creates pleasant mental images	I would visit a pop-up store because it would... Lift my mood	V18	5	Scale adapted from Kim *et al.,* (2010) and Niehm *et al.,* (2007) and Kim (2003)
			Make me excited about the brand	V32		
			Make me feel happy	V47		
			Make me cheerful	V36		
			Not have any effect on my mood (reverse code)	V50		

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H_{0d}: Consumers' **intellectual pleasure** will not have a positive effect on patronage intention. **H_{5d}:** Consumers' **intellectual pleasure** will have a positive effect on patronage intention.	**Intellectual pleasure:** Derived from appreciating the complexities and subtleties of things around the consumer	Stimulating your thoughts Challenges my opinion Changes my beliefs of traditional retail Direct my decisions	Pop-up stores ... Make me think about brands	V10	6	Scale adapted from Kim *et al*., (2010)
			Gives me pleasant ideas about how to wear the brand	V28		
			Helps me understand the brand concept	V40		
			Refreshes my idea about traditional retail	V29		
			Revives my opinion of the brand	V12		
			Direct my perception of what the brand is about	V27		
H_0: Patronage intention will not have a positive effect on positive brand image. **H_6: Patronage intention** will have a positive effect on positive brand image of the pop-up retail store.						
	Brand image: The perception consumers have about a particular brand	Perception of the brand Awareness of the brand Specific idea about the brand e.g. being trendy, funky, fashionable, unique, different How consumer sees the brand. Identity created by marketers	Indicate your perception of this brand after experiencing this pop-up store	V58	1	Continuous Variable Scale
	Patronage intention: The intent in supporting a specific brand/retailer	Frequent visit to traditional stores Loyal visiting store	After experiencing this brand's pop-up store would you buy the brand? Y/N	V57	6	Scale adapted from Kim *et al.,* (2010), Niehm *et al.,* (2007) and Jeong (2007)
			After experiencing the brand's pop-up store, I would... Recommend that others visit this pop-up store	V51		
			Re-visit this pop-up store	V52		
			Visit stores that stock the brand	V53		
			Want to experience this brand's future pop-up stores	V54		
			Recommend that a friend buy this brand	V55		

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3.2.1 Pre-testing of instrument

Prior to the start of the pre-test, a statistician was consulted for the suitability of the questions. Once the statistician was satisfied with the final questionnaire, pre-testing could commence. The research design and the research instruments were pre-tested to ensure that the research design tests what it is supposed to test, and that the measuring instruments measure what they are supposed to measure, to thereby establish content validity (Delport, 2005). A pilot test was then done to clarify easy readable and comprehensible language for increased reliability (Delport & Roestenburg, 2011). This pilot test also indicated aspects that needed to be relooked and revised before using it in the survey. The pilot test gave the researcher a good indication of the length of time needed to complete the questionnaire. The pilot test was done using fifty-seven participants. These participants were made aware of the study through the use of the social media platform, *Facebook*. The researcher created a website dedicated to the study (http://www.popupexperience.co.za), which went live in November 2013. The website included tabs which directed participants to information on pop-up stores, a gallery of pictures of pop-up stores, a contact block where participants could contact the researcher directly via email, and a tab that read “Take The Survey” (refer to Appendix B).

Pop-up retail’s newness in South Africa required a brief description on what it is and how participants could identify it, before they would be able to give valuable responses in the questionnaire. Consumers shopping for apparel products are visually directed or motivated by aspects in a retail setting when visiting a store. This directed the researcher to include images of pop-up stores to give the participants an indication of what pop-up stores might look like, although they never look exactly the same or have the exact same format. Images were thus included in the website especially created for the purpose of this study: http://www.popupexperience.co.za. A brief description of what pop-up retail entails was also included in order for participants to read for understanding, before answering the survey. The survey was administered by SurveyMonkey and embedded into the website. All the results were stored and analysed by SurveyMonkey software. The researcher depended on participants contacting her directly with queries and/or problems regarding the survey. Cronbach’s *alpha* coefficient was calculated for the pilot test to evaluate the

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internal reliability of the constructs using SAS Enterprise Guide. Cronbach's α values from the pilot test indicated reliability for all constructs were high, between 0.79 (educational realm) and 0.95 (patronage intention). This indicated a recommended standard of $\alpha \geq 0.7$ and a good level of internal consistency for all constructs (Peterson, 1994). A typing error was found which left out two income brackets. After this was amended, collection of data could continue.

3.3 SAMPLE, SAMPLING AND PROCEDURE

3.3.1 Sample

The target population consisted of young consumers in the age group of 20 to 39, living in and around Johannesburg and Pretoria. This group was aimed at because people, who are employed, living in and around urban areas, such as Johannesburg and Pretoria, usually support leisure and entertainment spending and are responsible for their own purchases and decisions (Johnson & Learned, 2004:117). Thus this population would be more likely to have been exposed to some form of pop-up retailing as this group would fall into the classification of the group referred to as innovators. Innovators are the first to accept a new idea or product and are more willing to take risks (Rogers, 1995:163). Consumers within this population may be open to change and possibly welcome this new marketing trend (Johnson & Learned, 2004:117) as well as help spread the word and encourage other consumer groups to also take part in it. Although innovators are considered to be younger (20-39 years old), consumers belonging to older age groups were also included in the sample since innovative behaviour and patronage intention might also form part of this group's behaviour. Gender and race does not affect the study and thus male as well as female participants were welcomed, as well as all races and cultures. The participants were more or less in the same income bracket. The cover page contained information constraining participants over the age of 18 years and to inform participants of the purpose of the study and insuring confidentiality. A total of 257 usable questionnaires were collected.

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3.3.2 Sampling techniques

Data was collected by using non-probability sampling techniques. Non-probability techniques do not represent all members of the population in the sample because the researcher selects participants that have a particular characteristic (Strydom, 2011:231; Cant *et al.*, 2010:138; Leedy & Ormrod, 2001:218). Thus some members of the population have little or no chance of being sampled (Leedy & Ormrod, 2001:206). Through convenience sampling, an unrestricted non-probability method which is the least reliable but usually the cheapest and easiest to conduct (Cant *et al.*, 2010:138), participants were recruited to participate in the survey.

After the initial *sharing*[7] of the website link and encouraging consumers to partake in the study, snowball sampling was used to recruit additional participants selected for participation in the proposed study. Participants were asked to please *share* the link on their own social media platforms to encourage their own friends to partake in the study. Participants were also recruited by the friends and family of the researcher sending out the link via email to their own contacts. This was done to ensure that enough responses were gathered.

3.4 DATA COLLECTION

Data was collected during the months of April, May and June 2014. A website was created to explain pop-up retail and contained the questionnaire for the study (see Appendix B and C). After the pilot testing of the website (which was created for the purpose of the study) and the questionnaire, the researcher was able to invite friends, work colleagues and family to partake in the study. This was done by *sharing* the link (http:www.popupexperience.co.za) to the website through social media platforms such as *Instagram, Twitter* and *Facebook* to create awareness of the study. This method is lower in cost than other forms of data collection and could therefore be sent to a larger number of potential respondents.

[7] 'Sharing' in social media refers to the practice of posting or reposting content from a website on a social media site or application (Oxford Dictionaries, 2015).

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After the initial influx of responses, the response rate dropped significantly and the researcher made a decision to print hard copies of the questionnaire. The researcher then used the paper-based self-administered questionnaire and distributed it to work colleagues, friends and family, who had not previously taken the online survey, to gather more data. The researcher was present to explain what pop-up retailing entails. The researcher could also show participants the website that was created for the study as it explained and showed examples of pop-retail to ensure that participants understood what pop-up retail is, before answering the questionnaire to ensure inferential validity. Inferential validity is when assumptions are made on behalf of the participants, and this should be avoided to make sure that the data is reliable and valid (Zikmund, 2003:261). Once enough questionnaires were obtained, data analysis could begin.

3.5 DATA ANALYSIS

After data was collected, the data had to be converted into a format that will prove the hypotheses and research problem. Data collected from the questionnaires were mined and processed into a quantitative result for easier interpretation (Zikmund, 2003:60). The data was coded before transferred to statistical software. Statistical Packages for Social Sciences' (SPSS) version 22 was used to perform statistical analysis. This type of data analysis is used to examine correlation among a number of variables and identify clusters of highly interrelated variables which reflect factors within data (Leedy & Ormrod, 2001:274). It also provides a measure of reliability and reduces data. Descriptive and inferential statistics was used in the data analysis. These enable a description of the correlation between variables. Prior to survey distribution, a statistician was consulted to assure items would be applicable and also to determine the most suitable statistical methods to use for the study. The statistician performed all statistical analyses.

Descriptive analyses, including frequencies, means and standard deviations were calculated for the data related to the demographic information and general items

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pertaining to the variables. The means of the items ranged between 3.66 and 4.87. The standard deviation ranged from 0.78 to 1.06. This was calculated with SPSS version 22. Due to the scales being adapted and developed from previous scales, an exploratory factor analysis (EFA) as well as a confirmatory factor analysis (CFA) was conducted. The EFA and reliability analyses were done to validate the variables. AMOS was used for the CFA. Results included the residuals, various fit indices and the root mean square error (RMSEA). 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 with the dependent variable (patronage intention towards pop-up retail). Values of the correlation coefficient ranged between 0.277 and 0.839 indicating a positive correlation between the independent variables and patronage intention towards a pop-up store. All the Pearson's correlations were significant at the 1% level ($p < 0.0001$). Based on the hypotheses of the present study, the values also had to be positive (+) to support the hypotheses, which they were. Multiple linear regression analysis was employed to test and quantify the relative contribution of the multiple independent variables to predict the dependent variable.

3.6 ETHICAL CONSIDERATIONS

Prior to commencing with participant recruitment and data collection, the approval of the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria was sought. All participants were directed to the website (http://www.popupexperience.co.za) before participating in the study. After reading about pop-up retail and viewing the gallery of pictures of pop-up retailing, the first page of the survey informed the participants of the purpose of the study and what was expected of them. The participants taking part in the study were required to click the box 'yes/no' which indicated that they gave their consent to partake in the study, and for the information provided by them to be used for the study, before they took part in the study (see Appendix C), following the suggestion of Creswell (2003:64).

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Participants were asked to participate freely and were informed that they may refuse to participate in the study (Graziano & Raulin, 2000:65). Details of participants were kept anonymous and 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 (Leedy & Ormrod, 2005:102). Pop-up retailing was clearly defined before the survey questions in order to give participants a thorough understanding of what it entails. The language used in the questionnaire was of such a matter that participants could understand it easily and were not be able to make wrong assumptions.

The researcher made use of references in the study to acknowledge the work of other individuals and to guard against plagiarism. The findings of the study were reported in a complete and honest manner, without any misrepresentations of the findings, following the recommendations of Leedy and Ormrod (2005:102).

3.7 CONCLUSION

This chapter described the research methodology designed to address the research objectives and test the hypotheses. The exploratory study made use of a survey, which included mainly Likert-type questions, as a research design to test the relationship between South African patronage intention towards pop-up retail (the dependent variable) and the four realms of experience, pleasurable experiences and brand image (independent variables). A convenience sample was used and non-probability sampling techniques employed. A website was created for the study and the link shared to social media platforms to ensure enough participants. After completing the data collection, statistical methods were used to analyse the data. The next chapter (Chapter 4) presents the results according to the hypotheses developed for the study.

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CHAPTER 4: RESULTS

In this chapter the data analyses and results of the hypotheses testing are presented. This chapter gives an overview of the analysis of the data obtained from the participants pertaining to their pop-up retail experience and patronage intention. The research model and proposed hypotheses were then tested. An exploratory factor analysis (EFA) as well as a confirmatory factor analysis (CFA) was conducted on the measurement model to evaluate whether the data fitted the research model before the hypotheses were tested. This chapter is divided into the following sections: 1) Presentation of the sample characteristics; 2) Factor analyses including the EFA and CFA; 3) Descriptive statistics including the mean and standard deviation; 4) The results of the hypotheses testing and the multiple regression model.

4.1 SAMPLE CHARACTERISTICS

Two hundred and fifty-seven (n=257) usable responses were retained from three-hundred and twenty (n=320) questionnaires completed by respondents based in the Johannesburg metropolitan and the Tshwane metropolitan areas of South Africa. The majority of the respondents (71.5%) were female, with 28.5% being male. Half of the respondents were between the ages of 20 to 29 years of age, followed by 33.6% between 30 and 39 years of age. The majority of the respondents were White/Caucasians (79.5%), followed by Black/Africans (14.5%), Coloureds (4.4%), Asians (0.8%) and Indians (0.4%). The disposable income of the participants in this study varied. Just more than a quarter of the participants (27%) earn a disposable income of between R 5000 – R 15 000 per month, and another quarter (25%) earn a disposable income of R 15 000 – R 25 000 per month. Participants earning between R 25 000 and R 50 000 per month made up 24.05% of the total participants. Participants earning less than R 5 000 were 13.08% of the total sample and 10.55% of the participants earn more than R 50 000 per month.

The overall demographic profile of the participants can be summarised as mostly females between the ages of 20 and 39 years, who earn between R10 000 and

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R20 000, belonging to a White/Caucasian or Black/African ethnic group. South Africa is also identified by its two main ethnic groups, Black and White, as reflected from the responses as well. Table 4.1 indicates the demographic sample characteristics for the study.

TABLE 4.1: SAMPLE CHARACTERISTICS

Variables	Frequency	Percentage (%)
Gender (n=246) (missing = 11)		
Female	176	71.54%
Male	70	28.46%
Age (n=247) (missing = 10)		
20-24	49	19.84%
25-29	74	29.96%
30-34	50	20.24%
35-39	33	13.36%
40-44	14	5.67%
45-49	11	4.44%
50-54	11	4.44%
55-59	2	0.8%
60-64	0	0.0%
65-69	2	0.8%
Ethnicity (n=248) (missing = 8)		
White/Caucasian	198	79,52%
Black/African	36	14,46%
Coloured	11	4,42%
Asian	2	0,80%
Indian	1	0,40%
Area of residence (n= 256)		
Tshwane	188	73,44%
Johannesburg	68	26,56%
Income (n= 237) (missing = 20)		
Less than R 5000	31	13.08%
Between R 5001 and R 10 000	23	9.70%
Between R 10 001 and R 15 000	41	17.30%
Between R 15 001 and R 20 000	38	16.03%
Between R 20 001 and R 25 000	22	9.28%
Between R 25 001 and R 30 000	24	10.13%
Between R 30 001 and R 35 000	12	5.06%
Between R 35 001 and R 40 000	9	3.80%
Between R 40 001 and R 45 000	6	2.53%
Between R 45 001 and R 50 000	6	2.53%
More than R 50 000	25	10.55%

4.2 FACTOR ANALYSIS FOR MODEL CONSTRUCTS

To explore the pattern of relationships among a number of variables, factor analysis is concerned. Factor analysis is used as a means to discover and identify latent variables, given initially only sample covariance among a set of indicators (Mulaik,

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1987). The goal of most factor analyses is thus to identify and interpret a smaller number of factors that explains most of the common variance (Kline, 1998). In factor analysis it is generally assumed that (a) common variance is due to the effects of the underlying factors, and (b) the number of factors of essential interest is less than the number of indicators (Kline, 1998). There are two broad categories of factor analysis namely, exploratory (EFA) and confirmatory (CFA). This study has made use of both these factor analyses.

4.2.1 Exploratory Factor Analysis

Exploratory factor analysis (EFA) could be described as "*orderly simplification of interrelated measures"* (Suhr, 2006). By performing an EFA, the underlying factor structure is identified. It helps us determine what the factor structure looks like according to how participants respond (Suhr, 2006). The sample was analysed using exploratory factor analysis (EFA) to create reliable factors for the following variables: entertainment; education; esthetic; escapist; sensory pleasure; social pleasure; emotional pleasure; intellectual pleasure; and patronage intention. A factor loading of above 0.50 on a factor of interest indicated the factors to be retained (Kline, 1998). The initial factor analysis is presented in Appendix D. The selection and deletion of items was performed with a statistician from the University of Pretoria, Statistics Department. Items that did not load to a significant extent or did not demonstrate sufficient discriminant validity were omitted. Following the removal of the items, principle components factor analysis with varimax rotation was then performed for each variable. This is performed to examine underlying dimensions of the constructs and the goal of rotation is to enhance the interpretability of the retained factors (Kline, 2013). Adjustment to the frames of reference by rotation methods improves the interpretation of factor loadings by reducing some of the ambiguities which accompany the preliminary analysis (Child, 1990). Items were retained if the factor loading exceeded 0.5 and had no cross-loadings. Six factors were retained (see Table 4.2 below). The six factors that were retained were labelled edutainment, esthetic, escapist, emotional pleasure, intellectual pleasure and patronage intention. It is to be noted that these factor names are descriptions and not explanations; it cannot be assumed that a particular factor name is necessarily the correct one (Kline, 2013).

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TABLE 4.2: ROTATED FACTOR PATTERN

V	Construct abbreviation	Items in questionnaire	Factor1: Escapist	Factor2: Intellectual pleasure	Factor3: Patronage intention	Factor4:Edu-tainment	Factor5:Esthetic	Factor6:Emotional pleasure	Cronbach Coefficient Alpha
V16	**ESC**	I would visit a pop-up store because it makes me forget about my everyday life	0.79467	0.25997	0.14262	0.16376	0.07567	0.02782	**0.96**
V18	**EMO**	I would visit a pop-up store because it would lift my mood	0.51274	0.26585	0.29534	0.33202	0.45508	0.1726	**0.96**
V21	**ESC**	I would visit a pop-up store because it made me feel like I was a different person	0.77533	0.33316	0.08166	0.1921	-0.1066	-0.0498	**0.96**
V30	**ESC**	I would visit a pop-up store because it is an escape from my reality	0.82786	0.19713	0.22157	0.0778	0.09707	-0.027	**0.96**
V31	**SOC**	I would visit a pop-up store because it is something to enjoy with my friends	0.65208	0.31483	0.21695	0.18461	0.31884	0.23646	**0.96**
V35	**SOC**	I would visit a pop-up store because it is a fun place to meet my friends	0.69787	0.23875	0.14857	0.25545	0.30811	0.2508	**0.95**
V36	**EMO**	I would visit a pop-up store because it would make me cheerful	0.63219	0.2801	0.27048	0.23332	0.35791	0.23287	**0.96**
V45	**ESC**	I would visit a pop-up store because it allows me to totally forget about my daily routine	0.869	0.20255	0.21282	0.04091	0.05769	0.03181	**0.96**
V46	**SOC**	I would visit a pop-up store because it is a place where I can hang out with my friends	0.7476	0.21351	0.20318	0.24631	0.22429	0.24832	**0.95**
V47	**EMO**	I would visit a pop-up store because it would make me feel happy	0.64166	0.22007	0.40324	0.32565	0.26415	0.20505	**0.95**
V48	**ESC**	I would visit a pop up store because it creates an unknown world	0.6521	0.14577	0.20718	0.20535	0.37978	-0.0726	**0.96**
V49	**SOC**	I would visit a pop-up store because it impresses my friends	0.72134	0.11835	0.23239	0.20345	0.15937	0.10016	**0.96**
V12	**INT**	Pop-up stores revives my opinion of the brand	0.29597	0.59739	0.24508	0.48299	-0.0808	-0.066	**0.94**
V26	**SEN**	Pop-up stores should provide a pleasant experience	0.14235	0.67063	0.091	0.23404	0.36903	0.13807	**0.94**
V27	**INT**	Pop-up stores direct my perception of what the brand is about	0.24481	0.78944	0.14052	0.11806	0.15324	0.08481	**0.93**
V28	**INT**	Pop-up stores gives me pleasant ideas about how to wear the brand	0.28763	0.6609	0.21804	0.18125	0.3056	-0.0277	**0.93**
V29	**INT**	Pop-up stores refreshes my idea about traditional retail	0.32589	0.57024	0.34907	0.20296	0.30237	0.12353	**0.93**
V40	**INT**	Pop-up stores helps me understand the brand concept	0.32149	0.63282	0.33522	0.27511	0.10199	0.17526	**0.93**
V41	**ENT**	Pop-up stores create enjoyment for those who visit them	0.36369	0.60243	0.36141	0.17448	0.31015	0.16885	**0.93**
V42	**EDU**	Pop-up stores are a fun way to see what the brand is all about	0.26017	0.68811	0.3987	0.28629	0.12543	0.08111	**0.93**
V43	**SEN**	Pop-up stores create a great shopping experience	0.37473	0.61694	0.33237	0.1751	0.16208	0.0982	**0.93**
V51	**PAT**	After experiencing the brand's pop-up store, I would recommend that others visit this pop-up store	0.30231	0.25888	0.70956	0.32596	0.32105	0.08715	**0.94**
V52	**PAT**	After experiencing the brand's pop-up store, I would Re-visit this pop-up store	0.3812	0.24567	0.73128	0.29607	0.21739	0.07854	**0.93**
V53	**PAT**	After experiencing the brand's pop-up store, I would visit stores that stock the brand	0.32692	0.35965	0.70876	0.2026	0.26477	0.06985	**0.94**
V54	**PAT**	After experiencing the brand's pop-up store, I would want to experience this brand's future pop-up stores	0.28169	0.37742	0.68231	0.28086	0.27963	0.17432	**0.94**
V55	**PAT**	After experiencing the brand's pop-up store, I would recommend that a friend buy this brand	0.32238	0.41043	0.74434	0.0713	0.12978	0.06847	**0.95**
V6	**ENT**	Pop-up stores provide some exciting activities for consumers	0.24694	0.27027	0.32579	0.60906	0.39217	0.10932	**0.85**
V7	**EDU**	Pop-up stores offer me an opportunity to learn about new products	0.26575	0.32347	0.14411	0.69846	0.29913	0.04239	**0.85**
V8	**EST**	Pop-up stores are located in interesting venues	0.24553	0.27793	0.26817	0.71785	0.19764	0.13373	**0.84**
V9	**SEN**	Pop-up stores satisfy my senses	0.36861	0.29149	0.20567	0.65218	0.16784	0.20932	**0.84**
V15	**EST**	I would visit a pop-up store because it looks interesting	0.1858	0.48625	0.35716	0.36329	0.49937	0.11803	**0.91**
V19	**EST**	I would visit a pop-up store because it is eye-catching	0.21614	0.51877	0.28626	0.28032	0.55138	0.08991	**0.91**
V23	**SEN**	Pop-up stores create a pleasing impression	0.3553	0.36159	0.31568	0.38017	0.49096	0.1469	**0.92**
V33	**EST**	I would visit a pop-up store because it has unusual exterior looks	0.28407	0.34718	0.36855	0.23613	0.62966	0.06019	**0.92**
V34	**EST**	I would visit a pop-up store because it has its products visually displayed	0.25509	0.37328	0.34066	0.25729	0.65995	-0.0395	**0.92**
rV50	**EMO**	I would visit a pop-up store because it would not have any effect on my mood	0.19201	0.10429	0.02576	0.0647	-0.1353	0.85205	**0.45***
rV44	**ENT**	The pop-up store was boring to me	0.00264	0.10195	0.19088	0.15914	0.37439	0.70333	
		Cronbach Alpha Value	**0.96**	**0.94**	**0.95**	**0.88**	**0.93**	0.45	
		Eigenvalue	**21.54**	**2.58**	**1.46**	**1.22**	**1.09**	**0.87**	
		Variance explained	**8.21**	**6.33**	**4.82**	**3.81**	**3.77**	**1.85**	
		* Spearman's rho							

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4.2.1.1 Edutainment realm of experience

Factor analysis supported the removal of five of the initial ten entertainment realm and educational realm items (see Appendix D) and collapsed the two constructs (education and entertainment) into one factor that was re-labelled as edutainment. Edutainment experience was measured by four items (V6, V7, V8, V9). The item *"pop-up stores provide a memorable experience"* loaded on three factors; a factor loading of 0.47 for one factor, a factor loading of 0.45 for another factor, and a factor loading of 0.45 for another factor. Since this item loaded on three factors, it was removed from the scale and excluded from further analyses. The item *"pop-up stores are an enjoyable way to test out new products"* loaded on two factors; a factor loading of 0.52 for one factor and 0.54 for another factor. This item loaded on two factors, it was therefore removed from the scale and excluded from further analyses. The item *"pop-up stores have fun things to do"* loaded on two factors; a factor loading of 0.48 on one factor and 0.45 on another factor. Seeing as this item loaded on two factors, it was removed from the scale and excluded from further analyses. The item *"pop-up stores provide a good way to get information about new products"* loaded on two factors; a factor loading of 0.61 on one factor and 0.50 on another factor. Because this item loaded on two factors, it was removed from the scale and excluded from further analyses. The item *"pop-up stores are wonderful for amusement"* loaded on three factors; a factor loading of 0.49 on one factor, a factor loading of 0.49 on another factor, and a factor loading of 0.41 on another factor. Since this item loaded on three factors, it was removed from the scale and excluded from further analyses. The resulting edutainment factor with four items had an eigenvalue of 1.22, explained 3.81% of the variance, and had a Cronbach's *alpha* value of 0.88 as shown in Table 4.2.

4.2.1.2 Esthetic realm of experience

Factor analysis supported the removal of one of the initial seven esthetic realm items (see Appendix D). Five items (V15, V19, V23, V33, V34) measured esthetic experience. The item *"pop-up stores have an interior that I will remember"* loaded on two factors; a factor loading of 0.47 for one factor and a factor loading of 0.52 for another factor. Since this item loaded on two factors, it was removed from the scale

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and excluded from further analyses. The resulting esthetic factor with five items had an eigenvalue of 1.09, explained 3.77% of the variance, and had a Cronbach's *alpha* value of 0.93 as shown in Table 4.2.

4.2.1.3 Escapist realm of experience

Factor analysis supported the removal of one of the initial six escapist realm items (see Appendix D). The item *"I would visit a pop-up store because it is an experience I do not want to miss"* loaded on two factors; a factor loading of 0.47 for one factor and a factor loading of 0.45 for another factor. Since this item loaded on two factors, it was removed from the scale and excluded from further analyses. Many of the items that were retained related to hedonic, mood-altering aspects and the change from everyday reality. Hedonic aspects refer to the gratification consumers get from a shopping experience that include emotions and intangible benefits (Kim *et al.,* 2007:444), thus hedonic items fit in well with escapist items as these items relate to escaping, being taken from reality, fun and socialising with family or friends. Escapist experience was measured by twelve items (V16, V18, V21, V30, V31, V35, V36, V45, V46, V47, V48, V49). The resulting escapist factor with twelve items had an eigenvalue of 21.54, explained 8.21% of the variance, and had a Cronbach's *alpha* value of 0.96 as shown in Table 4.2.

4.2.1.4 Emotional pleasure

Emotional pleasure was measured by two items (rV44 and rV50). These items were the reverse-coded items in the questionnaire. Factor analysis supported the removal of one of the initial five emotional pleasure items (see Appendix D). The item *"I would visit a pop-up store because it would make me excited about the brand"* loaded on two factors; a factor loading of 0.58 for one factor and a factor loading of 0.44. Since this item loaded on two factors, it was removed from the scale and excluded from further analyses. Since only two items remained that measured emotional pleasure a Cronbach's *alpha* value could not be calculated and a Spearman's correlation had to be run to evaluate the inter-correlation between the two items. A Spearman's coefficient of 0.452, significant at $p < 0.0001$ level, indicated a moderate correlation

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between the two items. This means that the items are related and have a moderate internal reliability.

4.2.1.5 Intellectual pleasure

The intellectual pleasure factor retained five of the original intellectual items as well as two sensory pleasure items (V43 and V26) as well as one entertainment (V41) and one education (V42) items. Intellectual pleasure was measured by nine items (V12, V26, V27, V28, V29, V40, V41, V42, V43). The resulting intellectual pleasure factor with nine items had an eigenvalue of 2.54, explained 6.33% of the variance, and had a Cronbach's *alpha* value of 0.94 as shown in Table 4.2.

4.2.1.6 Patronage intention

The patronage intention factor retained all of the five initial patronage intention items (V51; V52; V53; V54; V55) with an eigenvalue of 1.46. This factor explained 4.82% of the variance with a Cronbach's *alpha* value of 0.95.

The assessment of the proposed instrument's discriminant validity by means of an exploratory factor analysis was followed by an assessment of the internal consistency of each dimension as suggested by Churchill (1979). Five factors, as well as the overall instrument returned Cronbach *alpha* values above the 0.7 level suggested by Peterson (1994). The Cronbach *alpha* values for five factors were between 0.87 and 0.96 indicating that the factors are reliable. The last factor (emotional pleasure) had only two items loadings. A Spearman's rho was calculated to determine the correlation. A moderate correlation of 0.452, significant at $p < 0.0001$ level between the two items indicated that internal reliability exist between the two items. The six remaining factors and their associated items are listed in Table 4.2.

4.2.1.7 Revised conceptual framework

In most analyses the initial restricted measurement model does not fit the data (Kline, 2013) as was the case with this study. Therefore the hypotheses, on which

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the initial model was based, had to be modified as a result of the EFA and a new model was specified. The new model is presented as the revised conceptual framework and is shown as Figure 4.1.

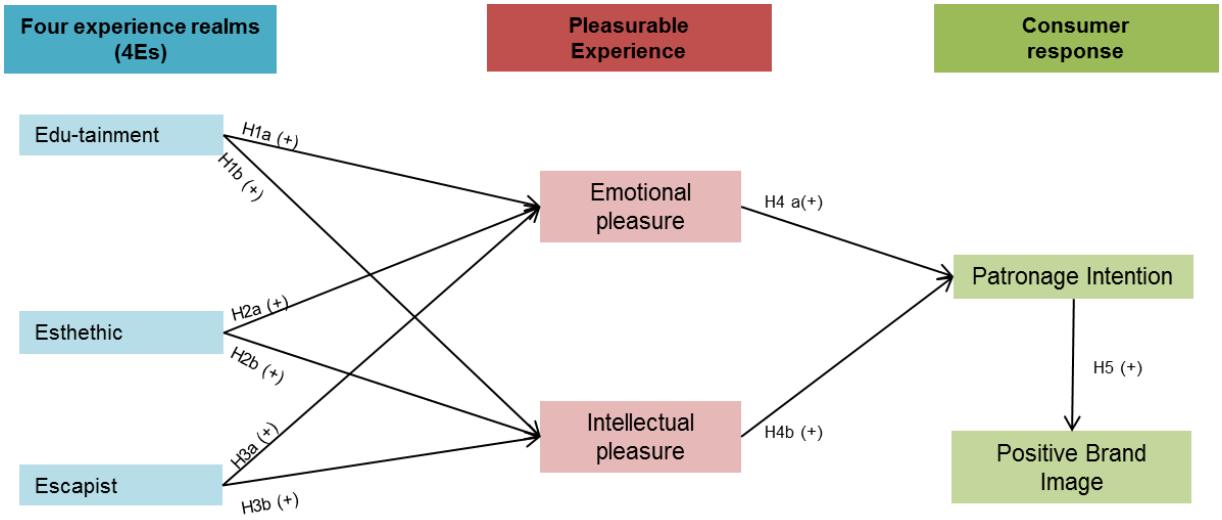

FIGURE 4.1: REVISED CONCEPTUAL FRAMEWORK

The revised conceptual framework indicates that there are new hypotheses to be tested. These hypotheses are:

H_{1a}: The **edutainment realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{1b}: The **edutainment realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

H_{2a}: The **esthetic realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{2b}: The **esthetic realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

H_{3a}: The **escapist realm** will have a positive effect on consumers' **emotional pleasure** of pop-up retail.

H_{3b}: The **escapist realm** will have a positive effect on consumers' **intellectual pleasure** of pop-up retail.

H_{4a}: Consumers' **emotional pleasure** will have a positive effect on **patronage intention**.

H_{4b}: Consumers' **intellectual pleasure** will have a positive effect on **patronage intention**.

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4.2.3 Confirmatory factor analysis

Confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables (Suhr, 2006). A CFA allows the researcher to test the hypotheses that a relationship between observed variables and their underlying latent constructs exists (Suhr, 2006). This ensures construct validity. With the CFA, the validity of the conceptual framework (Figure 4.1) was investigated in terms of edutainment experience, esthetic experience, escapist experience, intellectual pleasure, emotional pleasure, and patronage intention. CFA specifically, relies on various statistical tests. These tests were employed to test if the data fitted the model. Chi^2 statistic, normative fit index, (NFI > .95), comparative fit index (CFI > .90) and root mean square error of approximation (RMSEA < .08) were assessed for model fit (Kline, 1998).

For the revised conceptual model the Chi^2 was 1907.39 with 615 degree-of-freedom (p < 0.0001). This indicates an acceptable value and that the minimum was achieved. The Comparative Fit Index (CFI) is equal to the discrepancy function adjusted for sample size. Acceptable model fit is indicated by a CFI value of 0.90 or greater (Kline, 1998). The CFI value for the model was 0.85. Although below the prescribed value it can be seen as a moderate model fit. The NFI value was 0.80, below the acceptable > 0.95. Root Mean Square Error of approximation (RMSEA) is related to residual in the model. RMSEA values range from 0 to 1 with a smaller RMSEA value indicating better model fit. Acceptable model fit is indicated by an RMSEA value of 0.08 or less (Kline, 1998). The RMSEA value for the model was 0.091 which indicates an average model fit. The results summarised in Table 4.3 suggest a moderate fit of the model to the data.

TABLE 4.3: SUMMARY OF MODEL FIT INDICES

Validity test	Value
Chi-square	1907.39
Df	615
Normed fit index (NFI) (NFI > .95)	0.80
Comparative fit index (CFI) (CFI > .90)	0.85
RMSEA	0.09

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The model had Chi-squared-statistic of 1907.39 (df = 615; $p < 0.0001$) which is significant. However, other fit indices, including NFI = 0.80 and CFI = 0.90, were close to the cut-off values, but were not greater than the recommended 0.9 (Satorra & Bentler, 1994:339). Moreover, the model's RMSEA were within the recommended range (a lower confidence limit of less than 0.05), with a 90% confidence interval, indicating that the model is acceptable. Most indices show that the proposed model fits the data moderately. The moderate fit of the model to the data provides additional evidence of the construct validity of the proposed instrument. Thus, the CFA verified the factor structure and the EFA determined the factor structure for the model.

4.3 DESCRIPTIVE ANALYSIS

A tabular summary is given to indicate the frequency distribution (number of responses) for each question relating to a specific construct. The table is shown in Appendix E. In the table the reporting of the results also indicates the agreement with the statement, which is indicated by 4-6 on the Likert scale. The items in each scale were ranked in order of descending percentages and presented as such. Below is a description of the table presented in Appendix E.

4.3.1 Three realms of experience

4.3.1.1 Edutainment realm of experience

The result for edutainment is shown in Appendix E. It presents the frequencies and percentages of each item used to measure this construct. Almost all of participants (92%) agreed that pop-up stores offer them an opportunity to learn about new products and 90% indicated that pop-up stores provide some exciting activities for consumers. The majority of participants (85%) agreed that pop-up stores are located in interesting venues and 80% indicated that pop-up stores satisfied their senses. Responses regarding the edutainment realm of experience were positive and consumers indicated that pop-up retail provides exciting activities for learning in interesting venues that is able to satisfy for their senses. This might be an indication

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that pop-up retail environments would lead to consumers' patronage intent towards a brand.

4.3.1.2 Esthetic realm of experience

Almost all of the participants (93%) indicated that they would visit a pop-up store because it has its products visually displayed and a significant 92% agreed that they would visit a pop-up store because it is eye-catching. The majority of participants (92%) agreed that they would visit a pop-up store because it looks interesting, 88% agreed with the statement that pop-up stores create a pleasing impression and 87% indicated that they would visit a pop-up store because it has unusual exterior looks. It can be concluded that the esthetic look and feel of the pop-up retail store is very important to consumers.

4.3.1.3 Escapist realm of experience

Most of the participants (79%) agreed that they would visit a pop-up store because it would lift their mood, and three-quarters (75%) of the participants confirmed that they would visit a pop-up store because it is something to enjoy with their friends. Most of the participants (75%) indicated that they would visit a pop-up store because it would make them cheerful and 72% would visit a pop-up store because it would make them feel happy. It seems as though the majority of the participants would visit a pop-up retail store as it is something to enjoy with their friends as it would lift their mood, make them cheerful and make them happy. Many of the participants (63%) would visit a pop-up store as it is a fun place to meet their friends, 62% indicated that they would visit a pop-up store as it is a place where they can hang out with their friends and another 62% agreed that they would visit a pop-up store because it creates an unknown world. It seems that consumers would enjoy pop-up stores as it is a place to meet and hang out with their friends whilst enjoying an unknown world.

Fewer than half of the participants (43%) indicated that they would visit a pop-up store because it makes them forget about their everyday life, another 43% of the participants agreed that they would visit a pop-up store because it impresses their friends and 41% indicated that they would visit a pop-up store because it is an

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escape from their reality. Participants were also presented with the following statement: I would visit a pop-up store because it allows me to forget about my daily routine. More than a third (39%) agreed with this statement. Just more than a third of the participants (34%) agreed that they would visit a pop-up retail store because it made them feel like they were a different person. The negative response to these questions could be due to the fact that consumers do not consciously realise that they perform certain tasks as an escape or to impress others, but it could also be that consumers do not need an escape from their everyday life.

4.3.2 Pleasurable experience

4.3.2.1 Emotional pleasure

The majority of participants (79%) indicated that the pop-up store was not boring to them. This item was reverse coded, and read “the pop-up store was boring to me”. Just over half (57%) of the participants stated that they would visit a pop-up store because it would have an effect on their mood. This statement was reversed scored and participants might have gotten confused by the statement “I would visit a pop-up store because it would not have any effect on my mood”. If it was positively stated, responses may have been higher. Overall the responses were positive and show that consumers are not bored by pop-up stores and do use pop-up stores to alter their moods. This could be because pop-up stores are a new and different retail format.

4.3.2.2 Intellectual pleasure

A significant 94% of the participants agreed that pop-up stores should provide a pleasant experience and 91% of participants indicated that pop-up stores direct their perception of what the brand is about. Almost all of the participants (90%) indicated that pop-up stores are a fun way to see what the brand is all about and 88% agreed that pop-up stores create enjoyment for those who visit them. The majority of the participants (86%) stated that pop-up stores help them understand the brand concept, 85% felt that pop-up stores refreshes their ideas about traditional retail and another 85% agreed that pop-up stores give them pleasant ideas about how to wear

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the brand. Most of the participants (81%) felt that pop-up stores create a great shopping experience and 78% indicated that pop-up stores revive their opinion of the brand. This indicates that this population views pop-up retail as a way to provide a pleasant experience, while creating enjoyment and a great shopping experience, and simultaneously refreshing ideas of traditional retail. It also shows that pop-up retail is a fun way to learn about and understand a brand, revives opinions and perceptions of a brand, and guides consumers how to wear the brand.

4.3.3 Patronage intention

The majority of participants (91%) indicated that after experiencing the brand's pop-up store, they would want to experience the brand's future pop-up stores, 89% of participants agreed that after experiencing the brand's pop-up store, they would recommend that others visit the pop-up store, and another 89% of participants stated that after experiencing the brand's pop-up store they would visit stores that stock the brand. Most of the participants (85%) agreed that after experiencing the brand's pop-up store, they would recommend that a friend buy this brand and 84% indicated that after experiencing the brand's pop-up store, they would revisit that pop-up store. These positive responses indicate that consumers would display patronage intention towards pop-up retail stores after experiencing the pop-up retail store.

4.4 CORRELATION BETWEEN VARIABLES

4.4.1 Pearson's Correlation Coefficients

Pearson's correlation coefficient was calculated to test the hypotheses developed for the study. The Pearson correlation coefficients, which are measures of the linear association between two variables (Zou, Tuncali & Silverman, 2003) are presented in Table 4.4. The correlation matrix indicates that the variables in the proposed model, were significantly correlated with patronage intention ($p < 0.0001$). However, there was no significant correlation between patronage intention and positive brand image (V58).

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TABLE 4.4: PEARSON CORRELATIONS MATRIX

		Edutain-ment	Emotional Pleasure	Esthetics	Intellect-ual pleasure	Escapist (hedonic)	Patronage intention	V58
Edutainment	Pearson	1						
	N	254						
Emotional pleasure	Pearson	.325**	1					
	N	234	237					
Esthetics	Pearson	.839**	.277**	1				
	N	254	235	255				
Intellectual pleasure	Pearson	.778**	.303**	.819**	1			
	N	248	231	249	251			
Escapist (hedonic)	Pearson	.647**	.301**	.686**	.711**	1		
	N	254	237	255	251	257		
Patronage Intention	Pearson	.715**	.343**	.777**	.778**	.714**	1	
	N	205	208	206	205	208	208	
V58	Pearson	-.029	.066	-.058	-.002	.082	.112	1
	N	166	160	167	165	169	146	169

**. Correlation is significant at the $p < 0.001$ level (2-tailed)

4.4.2 Hypotheses testing

The Pearson correlation coefficients shown in Table 4.4 reveal a consistent pattern of significant positive correlations with patronage intention, confirming the positive effect of edutainment, esthetics, escapist, emotional pleasure and intellectual pleasure experience in pop-up retail environments on consumers' intention to patronage the store. These correlations provide support for all the hypotheses, except for patronage intention and positive brand image (V58). In Table 4.5 the support for the research hypotheses set for this study are confirmed.

TABLE 4.5: SUMMARY OF HYPOTHESES

Hypotheses		Supported/confirmed	Interpretation
H_{1a}	The edutainment realm will have a positive effect on consumers' emotional pleasure of pop-up retail.	Supported with a moderate positive relationship (0.325), $p < 0.0001$	The edutainment realm affects consumers' emotional pleasure of pop-up retail.
H_{1b}	The edutainment realm will have a positive effect on consumers' intellectual pleasure of pop-up retail.	Supported with a strong positive relationship (0.778), $p < 0.0001$	The edutainment realm affects consumers' intellectual pleasure of pop-up retail.
H_{2a}	The esthetic realm will have a positive effect on consumers' emotional pleasure of pop-up retail.	Supported with a weak positive relationship (0.277), $p < 0.0001$	The esthetic realm affects consumers' emotional pleasure of pop-up retail.
H_{2b}	The esthetic realm will have a positive effect on consumers' intellectual pleasure of pop-up retail.	Supported with a strong positive relationship (0.819), $p < 0.0001$	The esthetic realm affects consumers' intellectual pleasure of pop-up retail.
H_{3a}	The escapist realm will have a	Supported with a weak	The escapist realm

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Hypotheses		Supported/confirmed	Interpretation
	positive effect on consumers' emotional pleasure of pop-up retail.	positive relationship (0.301), $p < 0.0001$	affects consumers' intellectual pleasure of pop-up retail.
H_{3b}	The escapist realm will have a positive effect on consumers' intellectual pleasure of pop-up retail.	Supported with a strong positive relationship (0.711), $p < 0.0001$	The escapist realm affects consumers' intellectual pleasure of pop-up retail.
H_{4a}	Consumers' emotional pleasure will have a positive effect on patronage intention.	Supported with a moderate positive relationship (0.343), $p < 0.0001$	The emotional pleasure consumers experience in pop-up retail will affect their intention to patronise pop-up retail.
H_{4b}	Consumers' intellectual pleasure will have a positive effect on patronage intention.	Supported with a strong positive relationship (0.778), $p < 0.0001$	The intellectual pleasure consumers experience in pop-up retail will affect their intention to patronise pop-up retail.
H_5	Patronage intention will have a positive effect on consumers' positive brand image of the pop-up retail store.	Not supported.	No statically significant evidence that there is a positive relationship.

4.5 MULTIPLE LINEAR REGRESSION MODEL

The conceptual model consisted of independent variables (edutainment, esthetics, escapist, emotional pleasure and intellectual pleasure) and a dependent variable (patronage intention). 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 not necessarily all of them will be statistically significant in the same multiple linear regression model (Creech, 2011). A multiple linear regression analysis indicates which variables are statistically significant and provide additional information about the dependent variable (patronage intention) (Creech, 2011). A multiple linear regression model is helpful to determine how well the independent variables predict the dependent variable (Laerd Statistics, 2012).

In order to predict a model for determining patronage intention of pop-up retail, a multiple linear regression was performed using patronage intention as the dependent variable. Theoretically, all the independent variables (edutainment, esthetic,

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escapist, emotional pleasure and intellectual pleasure) are assumed to have a positive impact on patronage intention and were tested in the model. However, not all of the independent variables were of significant importance. Tables 4.6, 4.7 and 4.8 summarises the multiple linear regression model's results.

TABLE 4.6: REGRESSION MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836[a]	.700	.692	.46491

a. Predictors: (Constant), Escapist_hedonic, Emotional_Pleasure, Esthetics, Intellectual_pleasure, Edu_tainment

TABLE 4.7: ANOVA[a] STATISTICS

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	98.639	5	19.728	91.272	.000[b]
	Residual	42.364	196	.216		
	Total	141.003	201			

a. Dependent Variable: Patronage
b. Predictors: (Constant), Escapist_hedonic, Emotional_Pleasure, Esthetics, Intellectual_pleasure, Edu_tainment

TABLE 4.8 REGRESSION COEFFICIENTS[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.351	.203		1.734	.084
	Edu_tainment	.033	.077	.034	.434	.665
	Emotional_Pleasure	.020	.034	.025	.595	.552
	Esthetics	.312	.080	.323	3.893	.000
	Intellectual_pleasure	.334	.081	.306	4.135	.000
	Escapist_hedonic	.218	.053	.245	4.151	.000

a. Dependent Variable: Patronage

The explanatory value, R^2, for the above regression indicates that 70% of the variations in patronage intention towards a pop-up retail store can be explained by the combination of independent variables (edutainment, esthetic, escapist, emotional pleasure, and intellectual pleasure) included in the multiple regression (Table 4.6). The estimated β-coefficients and t-values indicated that esthetic (β = 0.323; t = 3.893, $p < 0.0001$), escapist ((β = 0.245; t = 4.151, $p < 0.0001$) and intellectual pleasure (β = 0.306; t = 4.135, $p < 0.0001$) are statistically significant in predicting consumers' patronage intention towards a pop-up retail store. However, edutainment

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(β = 0.034; t = 0.434, p = 0.665), and emotional pleasure (β = 0.025; t = 0.595, p = 0.552) were not significant in predicting consumers' patronage intention towards a pop-up retail store.

4.6 CONCLUSION

This chapter provided an analysis of the survey responses. Characteristics and a description of the sample were presented. Statistical methods used for the data analysis in this study were summary statistics and inferential statistics. 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 dependent variable. The correlation coefficient quantified the strength of the association and thus the likelihood of consumers' patronage intention towards pop-up retail stores. All hypotheses were supported. One can conclude that the research statement developed for this study as stated in Chapter 1 has been confirmed: *the four realms of experience will have an effect on pleasurable pop-up retail experiences and thus patronage intention.* The next chapter will discuss conclusions based on the findings and implications for future research.

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CHAPTER 5: CONCLUSIONS & IMPLICATIONS

In this chapter the research results are discussed and interpreted. Key findings drawn from the data, presented in Chapter 4, are provided according to the hypotheses formulated for the study. The purpose of this study was to understand and investigate the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. The specific objectives were: (1) to explore the effects of the realms of experience on the pleasurable experiences of consumers within a pop-up retail environment; (2) to explore the effects of consumers' pleasurable experiences within a pop-up retail environment on their intention to patronise a store; and (3) to investigate consumers' patronage intention towards pop-up retail and positive brand image. Conclusions, limitations and recommendations for future research are also presented.

5.1 CONCLUSIONS IN TERMS OF THE SAMPLE

The sample consisted of young White/Caucasian and Black consumers living and working in the Johannesburg metropolitan, as well as the Tshwane metropolitan in South Africa. There were 257 participants in the sample of which just under three-quarters were female (71.5%) and 28.5% were male. Females might have a greater attraction towards fashion retail (Auty & Elliott, 1998:110) and may have been more interested in completing the questionnaire than males. This might explain the greater response rate by females. Over three-quarters of the participants were White/Caucasian (79.5%) and 14.5% were Black. South Africa is identified by its two main ethnic groups, Black and White, as reflected by the responses. The majority of the participants were between the ages of 20 and 39, with 50% of the participants between the ages of 20 and 29 and 33.6% between the ages of 30 and 39. Niehm *et al.* (2007:22) found that age has a significant effect on consumer's awareness and experience with pop-up retail and that younger consumers' were the most aware of pop-up stores and had the most prior experience with pop-up retail. This study found that pop-up stores should not only be targeted at younger consumers but can be seen as an attractive experiential marketing form for a wide-range of consumer age

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groups. Thus retailers should aim to cater for a wide-range of consumer age groups as well as for a large variety of disposable income groups. Just more than a quarter of the participants (27%) earns a disposable income of between R 5 000 and R 15 000. The study's participant demographic is thus mostly females who are between the ages of 20 and 39 and who earn R 10 000 to R 20 000 per month belonging to a White/Black ethnic group.

5.2 THE REALM OF EXPERIENCES

Considering the first objective, this study initially hypothesised that the four realms of experience will affect pleasurable pop-up retail experiences of consumers and ultimately their response behaviour toward the brand. After the EFA analysis and the collapse of the entertainment and education realm to form the edutainment realm, edutainment, esthetics and escapist were the only significant factors of the experience realm. It was then hypothesised that three realms of experience will affect pleasurable experiences within a pop-up retail environment, which will ultimately affect patronage intention toward the brand, leading to positive brand image. The first objective was to explore the effects of the realms of experience on the pleasurable experience of consumers within a pop-up retail environment. The discussion and conclusions are presented according to the hypotheses (H1-H3) formulated from this objective.

5.2.1 Hypothesis 1: The edutainment realm of experience is positively related to consumers' pleasurable experiences regarding pop-up retail

Hypothesis 1a and 1b proposed that the edutainment realm of experience is positively related to consumers' pleasurable experiences within a pop-up retail environment. The results showed a positive relationship between edutainment, emotional pleasure, intellectual pleasure (independent variables) and patronage intention (dependent variable). The edutainment realm displayed a low Pearson's coefficient of 0.325 with emotional pleasure and a high Pearson's coefficient of 0.778 with intellectual pleasure significant at $p < 0.0001$. This finding indicates that

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hypothesis one supported the positive relationship between the edutainment realm and pleasurable experiences, notably with a moderate positive relationship for emotional pleasure and a strong positive relationship for intellectual pleasure.

The present study provided new insight into the factor edutainment, especially concerning the pop-up retail environment. Specifically the present study revealed that participants indicated that pop-up retail provides exciting activities for learning in interesting venues that are able to satisfy their senses, thus showing that the entertainment realm and education realm can become the edutainment realm as was found in this study. This is consistent with Kim *et al.*'s study (2007:227) that explained that educating consumers within a retail environment allows consumers to experience more than what they thought they could, thus bringing together entertainment and education to form "edutainment". Kim *et al.* (2007) further reveals that consumers have come to expect to be entertained, as was mentioned by the majority of this study's participants who agreed that pop-up stores provide exciting activities for consumers that pop-up stores are located in interesting venues and that pop-up stores satisfied their senses. This was also emphasised by Jones (1999) who states that entertaining shopping experiences can be described as "experience specific", thus suggesting that consumers may have entertaining experiences regardless of their motivations to enjoy the shopping process. Many consumers would even classify shopping and store browsing as a form of entertainment itself (Sit *et al.,* 2003; Kim, 2001; Buzz, 1997). Retief's (2012) study also found that consumers perceive pop-up retail as a form of entertainment in their shopping environment, and this was also mentioned by Pine and Gilmore (1999), Feig (2006) and Okonkwe (2007) who all indicated that consumers increasingly require entertainment in their shopping environment. This study also found that almost all of the participants agreed that pop-up stores offer an opportunity to learn about new products, which is consistent with Niehm *et al.*'s (2007) study that found that pop-up retail environments offer a good way for consumers to learn about and test products, as desired free samples and services are often offered to consumers, and that this helps consumers to spend money wisely. Thus this proves that pop-up retail is a positive environment in which consumers are entertained and educated.

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Jeong's (2007) study found that entertainment experiences directly influenced pleasure, but that educational experiences did not. This could be an indication as to why there was a moderate positive relationship between edutainment and emotional pleasure. But in contrast, Bäckström and Johannson's (2006:422) study found that retailers consider education to be important to create pleasurable in-store experiences to consumers. By encouraging consumers to try out products, the retailers would increase the possibility of pleasurable in-store experiences to occur. Thus, because not many studies have been done to date concerning edutainment as a realm of experience, we can only speculate as to why there was a moderate positive relationship between edutainment and emotional pleasure. The strong positive relationship between edutainment and intellectual pleasure is confirmed by Arnold and Reynold (2003) and Ryan and Deci's (2000) studies that indicated that the active search for information about products or services could result in a sense of pleasure. It is evident that more research would need to be performed that concerns edutainment as a realm of experience to verify our results regarding pleasurable experiences. Therefore currently retailers need to focus on entertaining and educating experiences as confirmed by the study of Bäckström and Johannson (2006).

5.2.2 Hypothesis 2: The esthetic realm of experience is positively related to consumers' pleasurable experiences regarding pop-up retail

Hypothesis 2a and 2b proposed that the esthetic realm of experience is positively related to consumers' pleasurable experiences within a pop-up retail environment. The results showed a positive relationship between the esthetic realm, emotional pleasure, intellectual pleasure (independent variables) and patronage intention (dependent variable). The esthetic realm displayed a low Pearson's coefficient of 0.277 significant at $p < 0.0001$ level with emotional pleasure and high Pearson's coefficient (0.819) with intellectual pleasure. This finding indicates that hypothesis two is supported and that a positive relationship between the esthetic realm and pleasurable experiences exists, notably with a weak positive relationship for emotional pleasure and a strong positive relationship for intellectual pleasure.

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The present study provided insight into the factor esthetic realm, especially concerning the pop-up retail environment. In such experiences, consumers are immersed in an event or an environment, but have little or no effect on it, leaving the environment basically untouched (Pine & Gilmore, 1999). Esthetic experience can be derived from appreciation of what has been created by others, and thus the individual is responsible for their own esthetic experience. Two people can look at the same object but see different features or uses (Fiore, 2010). This confirms why in this study almost all of the participants indicated that the esthetic look and feel of the pop-up retail store is very important. Almost all of the participants agreed that they would visit a pop-up store because it is eye-catching which is in agreement with the results of Retief's (2012) study. The majority of the participants also indicated that they would visit a pop-up store because it looks interesting, which is also confirmed by Retief's (2012) study. The majority of the participants in the study revealed that they would visit a pop-up store because it has unusual exterior looks. Participants in Retief's (2012) study also showed that they would visit a pop-up retail store because of the unusual exterior looks. This is consistent with the findings of Hines and Bruce (2007) that discovered that a unique shopping environment is influential to a consumers' store choice decision. Thus it can be deduced that an interesting, eye-catching and unusual store environment plays an important role to create the esthetic realm of experience. In the case of the Bed & Breakfast experiences investigated in the study by Oh *et al.* (2007), the esthetic realm appeared to be a dominant determinant of the experiential outcomes. This is also in line with Grisaffe and Nguyen's (2011) study that showed that the sensory environment is important to help the consumer to be completely immersed and engaged within a memorable experience (Grisaffe & Nguyen, 2011). Consumers emphasised the importance of the retail environment and that the esthetic environment influences patronage intentions in Yoon's (2013) study. Thus we can determine that the esthetic realm of experience is very important for a successful pop-up store environment.

Similarly, consumer experiences generated by the physical store environment (such as pop-up retail in this study) influence and result in pleasurable experiences (Fiore, 2010; Arnold & Reynolds, 2003; Baker *et al*., 2002), which is indicated by the positive relationship between esthetic and emotional pleasure and strong positive relationship between esthetic and intellectual experiences in this study. This is

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confirmed by nearly half of the participants in Cox, Cox and Anderson's (2005) study finding pleasure in the sensory stimulation of visiting a store. Sensory pleasure often motivates strong emotional attachments (Grisaffe & Nguyen, 2011) and emotional pleasure is linked to consumer satisfaction in retail store environments (Eroglu *et al.*, 2003; Menon & Kahn 2002; Sweeney & Wyber 2002). Kotler (1974) argued that retail environments can be specifically designed to produce definite emotional effects in the consumer, thereby enhancing their purchasing probability. The results from Jeong *et al.*'s (2009) study show that entertainment, escapist and esthetic experiences had strong effects on experiencing pleasure. Esthetic experience specifically had the strongest influence on pleasure (Jeong, 2007). This is in agreement with Scarpi's (2006) study that found that the design of the shopping environment and atmosphere should incorporate elements that enhance the enjoyment of shopping, and feelings of curiosity, fun and pleasure. Thus a pleasing retail store would enhance the product and brand, which would then increase retail store patronage intentions (Baker *et al.,* 2002). This is also indicated by the study's findings indicating that the esthetic realm of experience is significant ($\beta = 0.323$; $t = 3.893$, $p < 0.0001$) in predicting or affecting consumers' patronage intention towards a pop-up retail store.

5.2.3 Hypothesis 3: The escapist realm of experience is positively related to consumers' pleasurable experiences regarding pop-up retail

Hypothesis 3a and 3b proposed that the escapist realm of experience is positively related to consumers' pleasurable experiences within a pop-up retail environment. The results showed a positive relationship between the escapist realm and, emotional pleasure and the escapist realm and intellectual pleasure. The escapist realm displayed a moderate Pearson's coefficient of 0.301 with emotional pleasure, and a high Pearson's coefficient of 0.711 with intellectual pleasure significant at the $p < 0.0001$ level. This finding indicates that hypothesis three is supported and a positive relationship between the escapist realm and pleasurable experiences exists, notably with a moderate positive relationship for emotional pleasure and a strong positive relationship for intellectual pleasure.

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The present study provided insight into the factor escapist realm, especially concerning the pop-up retail realm. The escapist realm factor was created after varimax rotation. This factor emerged and consisted mainly of the escapist realm, emotional pleasure and social pleasure items. This led to the name escapist realm (hedonic: mood and social). For instance elements pertaining to social characteristics (e.g. pop-up store is something to enjoy with friends, fun place to go with friends, hang out with my friends), emotional characteristics (e.g. a pop-up store would make me feel cheerful, or lift my mood, or make me feel happy) and escapist characteristics (the pop-up store would make me forget about my everyday life, make me feel like I was a different person, is an escape from my reality) all emerged within this factor. From the combination of these items it became clear that this factor dealt with hedonic and mood altering elements within the pop-up retail environment.

The study by Oh *et al.* (2007) indicated that the escapist realm was not statistically significant. This is in contrast to this study and Kim *et al.*'s (2007) study that indicates that the escapist realm addresses consumers' desires for involved, interesting, dynamic shopping experiences. In this study many of the participants indicated that they would visit a pop-up store because it would lift their mood, make them cheerful and make them feel happy. This is confirmed by the research of Kim (2003) and Retief's (2012) study which states that the majority of the participants in that study felt that visiting a pop-up store would lift their mood and make them feel happy and cheerful. Many participants also showed that they would visit a pop-up store because it is something to enjoy with their friends, as well as hang out with their friends. They also indicated that it is a fun place to meet their friends. This was established by Bäckström and Johannson's (2006) study that showed that social aspects of shopping have a positive influence on consumers' in-store experiences. Retief's (2012) study also revealed that consumers see pop-up stores as a place where they can socialise with family or friends. Few participants showed that they would visit a pop-up store because it impresses their friends. This could be because consumer's escapist experiences are personal. Results from Cox *et al.*'s (2005) study reveal that few consumers take pleasure in mingling with other shoppers as it is a "private experience that occurs in a public setting" (Falk & Campbell, 1997). This is in contrast to what Retief's (2012) study found where more than half of the participants indicated that they believe pop-up retail would impress their family and friends.

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Participants also revealed that they would visit a pop-up store because it creates an unknown world and this is illustrated by Kim *et al.*'s (2007) study that indicated that retail can provide a world of fantasy. Fewer than half of the participants indicated that they would visit a pop-up store because it makes them forget about their everyday life, because it is an escape from their reality and because it allows them to forget about their daily routine. This is in contrast with Retief's (2012) study that indicated that participants view pop-up retail as a place where they can escape from reality. Only 34% of the participants indicated that they would visit a pop-up retail store because it made them feel like a different person. This is in contrast to Fiore and Ogle's (2000) study that suggested that through retail environments a consumer 'may take on an alternative existence". These negative responses can be because consumers may not consciously realise that they perform certain tasks as an escape from their current reality.

This alternative existence discussed in Fiore and Ogle's (2000) study may also be shopping for a special occasion or for fun rather than as a chore, which will lead to a pleasurable experience (Babin *et al*., 1994; Fisher & Arnold, 1990). It is important to remember that escapist experiences involve much greater immersion and is the complete opposite of entertaining experiences. Consumers within escapist experiences are completely immersed in them as actively involved participants (Pine & Gilmore, 1999). With consumers participating in their own experiences, they will enjoy more pleasure as they are completely immersed in the experience. Escapism could also refer to the experience of relaxation which in turn creates pleasurable experiences for consumers (Bäckström & Johansson, 2006:423). The moderate positive relationship between the escapist realm and emotional pleasure and strong positive relationship between the escapist realm and intellectual pleasure is confirmed by the above previous knowledge. Yoon's (2013) research indicates that pleasurable experiences lead to patronage intention. This is confirmed by the study as the findings indicate that the escapist realm of experience is significant (β = 0.245; t = 4.151, p < 0.0001) in predicting consumers' patronage intention towards a pop-up retail store.

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5.3 PLEASURABLE EXPERIENCES

The second objective of the study was to explore the effects of consumers' pleasurable experiences (sensory, social, emotional and intellectual) within a pop-up retail environment on their intention to patronise a pop-up retail store. After the EFA analysis, emotional pleasure and intellectual pleasure were the only significant factors of pleasurable experiences. This could possibly be due to sensory (physical) and social pleasures being seen as simpler pleasures and intellectual and emotional pleasures as more complex "pleasures of the mind" (Dubé & Le Bel, 2003b:291). Thus, the objective only focuses on emotional pleasure's and intellectual pleasure's positive relationship to patronage intention within a pop-up retail environment. The discussion and conclusions are presented according to the hypotheses (H4 a and b) formulated from this objective.

5.3.1 Hypothesis 4: Consumers' pleasurable experiences are positively related to patronage intention within a pop-up retail environment

Hypothesis 4a and 4b proposed that consumers' pleasurable experiences will have a positive effect on patronage intention. The results showed a positive relationship between emotional pleasure, intellectual pleasure (independent variables) and patronage intention (dependent variable). Emotional pleasure displayed a moderate Pearson's coefficient of 0.343 with patronage intention and intellectual pleasure showed a high Pearson's coefficient of 0.778 with patronage intention, significant at the $p < 0.0001$ level. This finding indicates that hypothesis four supported the positive relationship between pleasurable experiences and patronage intention, notably with a moderate positive relationship for emotional pleasure on patronage intention and a strong positive relationship for intellectual pleasure on patronage intention. The findings showed that intellectual pleasure is significant ($\beta = 0.306$; $t = 4.135$, $p < 0.0001$) in predicting consumers' patronage intention towards a pop-up retail store. It has been suggested that browsing, or shopping without specific intent (often which is the case in a pop-up store), may be more important than the actual acquisition of products and can provide a pleasurable shopping experience (Sherry,

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1990; MacInnes & Price, 1987). This is also shown in Fiore, Jin and Kim's (2005) study, which specified that pleasure positively, influenced patronage intention.

The findings provided insight into the factors namely, emotional pleasure and intellectual pleasure, especially concerning the pop-up retail environment. The participants indicated that pop-up retail is a way to provide a pleasant experience, while creating enjoyment and a great shopping experience, and simultaneously refreshing ideas of traditional retail. Similarly, Retief's (2012) study also indicates that pop-up retail offers a great shopping experience and provides enjoyment to those who visit pop-up retail stores. Most of the participants also agreed that pop-up retail is a fun way to learn about and understand a brand, revives opinions and perceptions of a brand and guides consumers how to wear a brand. This is confirmed by the research of Niehm *et al.* (2007) which revealed that pop-up retail environments yield great brand awareness and brand loyalty over time. This result is also in line with Woodside and Walser's (2007) study that indicated that brand strength is reliant on consumer experience with a retailer and only through experiences with the brand can the retailer be retrieved from memory. The majority of the participants also indicated *that the pop-up store was not boring to them* (79%) and just more than half of the participants stated that *they would visit a pop-up store because it would have an effect on their mood* (57%). It can be concluded, as with Retief's (2012) study, that consumers perceive pop-up retail as something that positively affects their mood. This indicates the importance of pop-up retail environments creating a positive consumer experience which will lead to a positive brand image in the mind of the consumer.

5.4 PATRONAGE INTENTION AND BRAND IMAGE

5.4.1 Hypothesis 5: Patronage intention created by pop-up stores is positively related to a positive brand image

The third objective was to investigate consumers' patronage intention and positive image of the brand. Hypothesis 5 proposed that patronage intention created by pop-up stores is positively related to a positive brand image. The results showed that there was no significant statistic evidence that a relationship between the two exists

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and thus the hypothesis was not supported. However, only one continuous scale item measured the participants' image of the brand. More items measuring brand image should yield a more reliable result. On the item, *after experiencing this brand's pop-up store would you buy the brand,* which required a *Yes/No* response, the majority of the participants (88%) responded *Yes*, while only 12% answered *No*. Following that item was *indicate your perception of this brand after experiencing this pop-up store*. More than half of the participants (55%) selected 7 and 8 on the continuous variable scale, with 1 = very poor and 10 = excellent. Although this is not statistically significant the responses did indicate that the participants had a positive image of the brand.

The present study did provide insight into patronage intention concerning the pop-up retail environment. This study has confirmed Surchi's (2011) study, which found that a pop-up store functions as a brand communication tool because it directs consumers' attention towards the brand. This is shown where the majority of the participants indicated that after experiencing the brand's pop-up store they would visit stores that stock the brand. This implies that the pop-up store provides a strong focus on the brand and directs consumers' attention to the brand. The majority of the participants indicated that after experiencing the brand's pop-up store they would want to experience the brand's future pop-up stores. Most of the participants also agreed that after experiencing the brand's pop-up store they would recommend that others visit the pop-up store. Almost all of the participants stated that after experiencing the brand's pop-up store they would recommend that a friend buy this brand. Many of the participants indicated that after experiencing the brand's pop-up store they would revisit that pop-up store. From these results it can be concluded that consumers will patronise pop-up retail and through the experience form a positive brand image. This is confirmed by Spena, Carida, Colurico and Melia's (2012) study that pop-up retail can be used to strengthen brand identity and communicate the brand effectively to consumers. It is important to remember that pop-up retail emphasises the brand experience; it is not concerned with creating mass sales. It is about creating niche and interesting connections with the retailer's consumer, and creating personality and conversation for your brand. It stresses the

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importance of creating experience and connection with the brand (Hanson-Moore, 2010:1)

The pop-up retail store is there to support the existing affective and emotional relationship between consumer and brand (Thomson *et al.,* 2005). It is also there to increase a sense of belonging to a brand community (Cova, 2003). Jeong (2007) found that pleasure also positively influenced patronage intention (e.g. willingness to recommend, willingness to revisit, and willingness to experience). Sullivan and Heitmeyer (2008) found that experiential attributes such as the retail experiences influenced patronage intention and by incorporating experiential retailing, consumer engagement and patronage intention increased (Kim *et al*., 2007; Park *et al*., 2006; Newman & Patel, 2004). Thus, the pop-up retail environment is responsible for creating a pleasurable experience which will lead to patronage intention and ultimately a positive brand image.

5.5 IMPLICATIONS FOR RETAILERS AND MARKETERS

This study provides insight into the effects of the four realms of experience on pleasurable pop-up retail and patronage intention. The above concluding remarks on the research of the study should provide retailers and marketers with an outline of how they can use the realms of experience to create pleasurable pop-up retail experience which would then result in patronage intention.

Retailers should focus on providing entertaining, as well as educational experiences within the pop-up retail environment. This could be implemented by retailers by creating pop-up stores that have sales representatives present that are using the product in a way that is not a straight-forward demonstration. For example, representatives of a technology company could be relaxing in a pop-up environment created to look like a family lounge and entertainment area. The representatives could be using the technology company's phones, televisions, tablets and other electronic devices to show how a family would use their products in a real-time presentation. On top of this entertaining situation, the representatives would then advise consumers on how to use the products within their own environment, thus

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educating the consumer. This will ensure that edutainment is occurring which has a positive effect on creating pleasurable experiences. Pleasurable experiences will also be created if retailers focus on providing a pop-up retail environment that will result in a memorable experience for consumers. The look and feel of the pop-up retail store is very important to consumers and thus this environment needs to be interesting, eye-catching and unusual. The store environment enhances the product and the image of the brand in the mind of the consumer which will then lead to patronage intention. Thus retailers should ensure that the product is placed in an environment that enhances it whilst still remaining unusual and interesting. The pop-up retail environment allows retailers an opportunity to experiment with an innovative space to exhibit their product, as well as an interactive area that can be used to create memorable experiences for consumers. Retailers should also aim to make shopping fun in the pop-up retail environment which will also lead to a pleasurable experience. Consumers want their moods to be lifted, to be cheerful and to be happy and pop-up retail environments need to be able to satisfy these requests. Consumers want to be completely immersed in the experience. It should also be a space in which consumers can enjoy their friends and hang out with their friends. Thus it needs to have a social environment too. The result of the research also encourages retailers to study the behaviour of consumers' shopping companions as consumers seem to enjoy shopping in pop-up retail environments with a friend.

Pleasurable experience in this research is found to be related to pleasure of the mind, specifically emotional pleasure and intellectual pleasure. Thus retailers need to provide environments in which these types of pleasure can take place. Thus retailers need to challenge and stimulate consumers and provide enjoyment in their pop-up retail environments. Retailers can identify and own a strategic experiential position by assessing the appropriate types of pleasurable experiences and focusing on a specific type of experience to differentiate their brand from competitors (Dubé, Le Bel & Sears, 2003c). Knowing how to create pleasurable experiences through pop-up retailing will be invaluable to the long-term survival of the retailer.

As shown in the present study, patronage intention is influenced by pleasurable experiences and thus retailers should consider placing a strong focus on the brand within the pop-up retail environment. Consumers should be able to tell which brand

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is hosting the pop-up retail environment so that consumers can build a positive brand image of the brand within their minds. Thus, a positive experiential retailing environment such as pop-up retail, plus consumer engagement within the pop-up retail store will lead to patronage intention.

5.6 LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This study has some limitations that point to interesting opportunities for further research. Firstly, only social media "friends" were asked to complete the survey by accessing www.popupexperience.co.za, and were included in the sample. This sample is therefore not representative of all South Africans. However, the sample was appropriate for the purpose of the study because it was a convenience sample. Most of the participants were females and White/Caucasian and thus do not represent all populations. Multiple group analysis could be used in future to compare consumers' perceptual or behavioural outcomes based on different demographics like gender, age, education, and income. Likewise, because this research used the researcher's social media "friends", it could be said that the participants' demographics were relatively homogenous. Therefore, future research is needed that applies the model to various demographical and geographical groups as this was a relatively small sample and will not reflect that of the entire South Africa.

Secondly, the questionnaire was completed after only viewing images of previous pop-up retail stores and reading a short paragraph explaining pop-up retail to the participant. Participants may thus not have felt as though they completely understood pop-up retail if they had never heard the term before, although they may have experienced it previously without realising it. This may have limited experiential and emotional responses. In future it is recommended that research takes place at the pop-up retail store or directly after consumers have experienced a pop-up store.

Thirdly, the way that the questionnaire appeared on screen within the SurveyMonkey website, may have caused some participants to skip a few questions without realising it. On investigation after viewing empirical results, a pattern emerged that certain sections were often skipped. On closer inspection, the survey's design

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revealed that unless participants “scrolled” back to the top of the page after they had clicked on the tab “next page”, they may have only viewed the bottom half of the page of questions and not the entire page. In future studies using SurveyMonkey, it should be set that participants must answer every question presented. The researcher did not use this function as it was felt it is against the ethical committee’s standards.

Fourthly, after analysis of the results, it as also became evident that research based on edutainment as a proposed realm of experience is needed. More research is also necessary to discuss the four differentiated types of pleasure further and more in-depth. Furthermore, more research is needed to determine the role of the 4Es in effective experiential marketing of various consumer product categories.

Furthermore, there were not sufficient items that measured brand image, and thus no significant relationships or correlations could be determined. Moreover, a combination of quantitative and qualitative research methods is recommended for future research. This is because experiences are unique and personal and every person has an individual experience which is difficult to determine by the survey questionnaires when it is not performed in a pop-up store in real time. The intention of the study mentioned in Chapter 1 was to understand and investigate the effects of the four realms of experience on pleasurable pop-up retail experiences and patronage intention. The information this study gathered is invaluable to marketers and retailers as it should be able to guide them as how to create pleasurable experiences using one or more of the four realms of experience, which will lead to patronage intention.

5.7 FINAL CONCLUSION

This study primarily explained the relationship between identified factors and patronage intention within a pop-up retail store environment. One can conclude that there is a need for pop-up retail in South Africa and that the right use of the identified realms of experience will result in patronage intention within a pop-up retail environment and thus result in a great pop-up retail success for a brand.

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Despite the limitations discussed in 5.6, the aim of the study was met. The study adds value to the existing knowledge based on pop-up retail environments 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 which factors have an effect on patronage intention within a pop-up retail environment.

The present study offers theoretical implications. This study shows that Pine and Gilmore's (1999) 4Es expand to pop-up retail environments and the "sweet spot" (i.e. including all 4Es) may not be necessary in all consumer offerings. Whereas the experience realms hold promise for explaining consumption experience, further study is needed to understand their role and impact in various consumer venues.

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APPENDIX A: IMAGES

IMAGE 1: Michael Cors: Fall 2013

IMAGE 2: Havaianas Vending Machine

Old Navy Vending Machine

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IMAGE 3: Fashion TV

IMAGE 4: MonteCasino Mall

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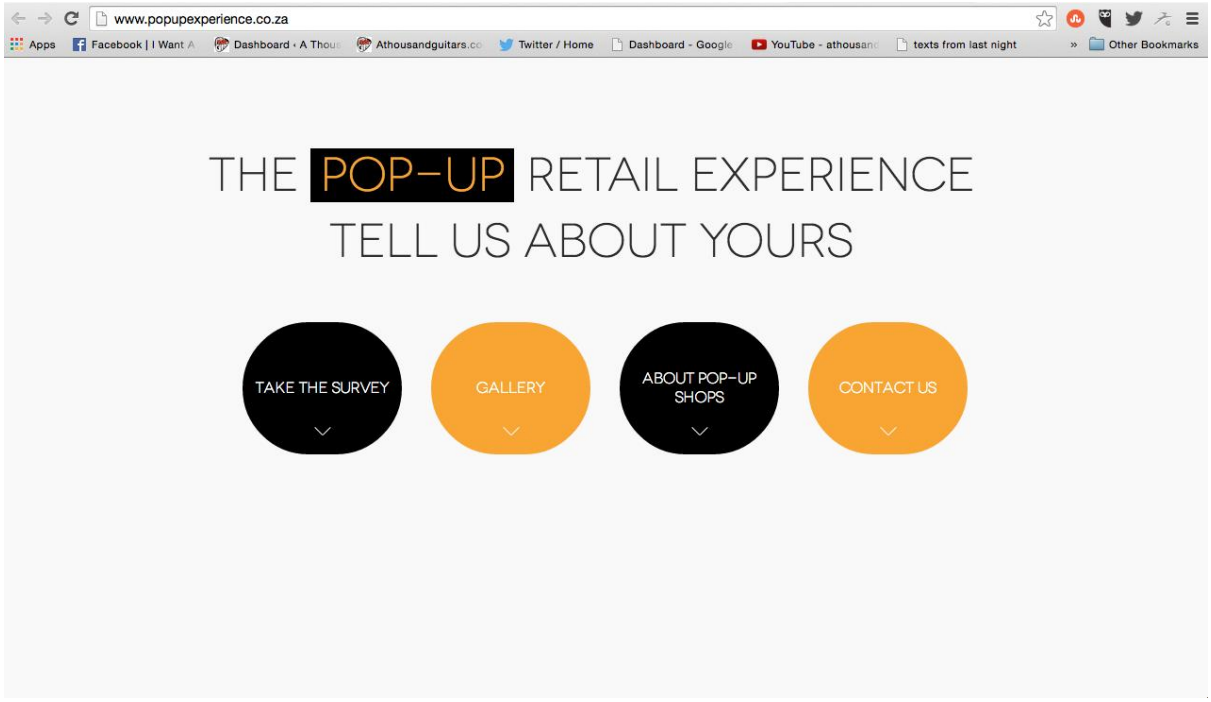
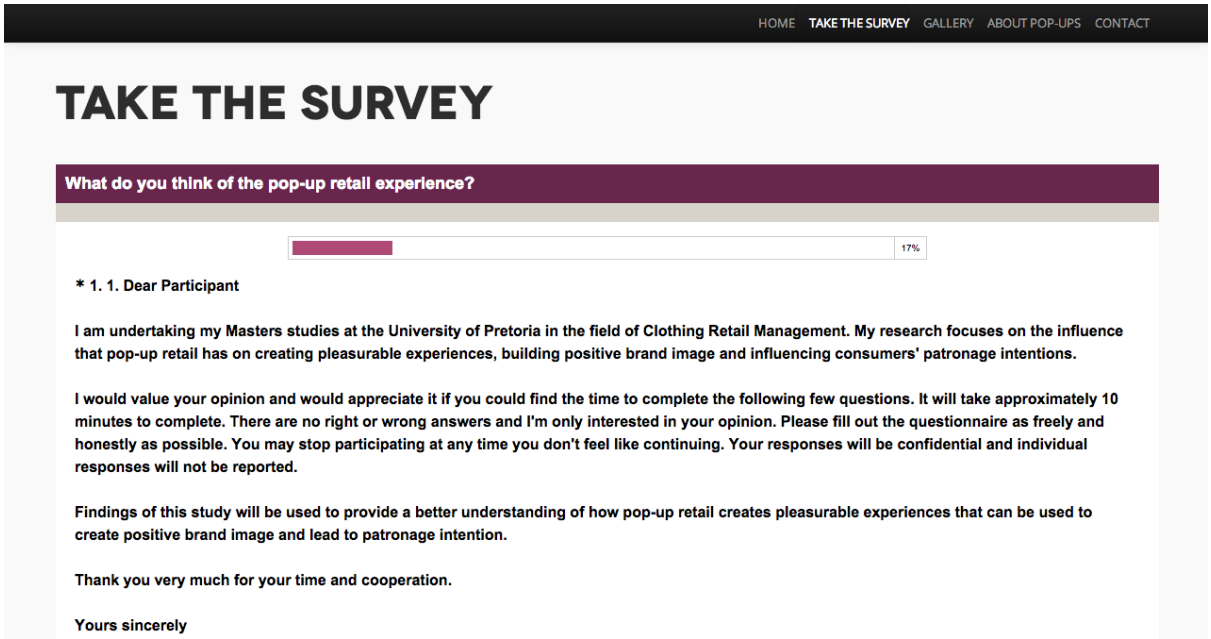
APPENDIX B: SCREENSHOTS OF THE WEBSITE CREATED FOR THE STUDY





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HOME TAKE THE SURVEY GALLERY **ABOUT POP-UPS** CONTACT

ABOUT POP-UP SHOPS

Pop-up retail is vibrant, mobile and event-driven.

It usually depends on social media and word-of-mouth to get consumers to visit the pop-up store. The real value in this type of retail is that it is promotional and creates hype, coolness factor and a sense of urgency or intrigue.

Pop-up retail is all about retailers offering consumers a unique experience in a setting that is often only available for a short time (it literally "pops up"), and generally in smaller venues that encourage more face-to-face dialogue with brand representatives. It provides exclusive interaction with the consumer and gives them a unique and personalised interaction and experience with the brand.

The key factor with pop-up stores is that it is an evolving and a movable concept. This is often an excellent way for current or new brands to introduce their goods to the consumers. It is important to note that pop-up retail stores often do not sell products and the consumer is not always able to physically buy a product, but rather experience the brand.

Pop-up retail is also able to offer consumers a surprise factor as exclusive products or experiences are offered. Pop-up environments also offer a good way for consumers to learn about and test products as desired free samples and services are often offered to consumers. Perhaps the greatest draw card of pop-up retail is that consumers are engaged on a personal level.

The aim of pop-up retail is to get consumers to look at a product in a different light, and in turn a forum of interaction between the brand and its communities is created.

www.popupexperience.co.za/#page-4

HOME TAKE THE SURVEY **GALLERY** ABOUT POP-UPS CONTACT

GALLERY

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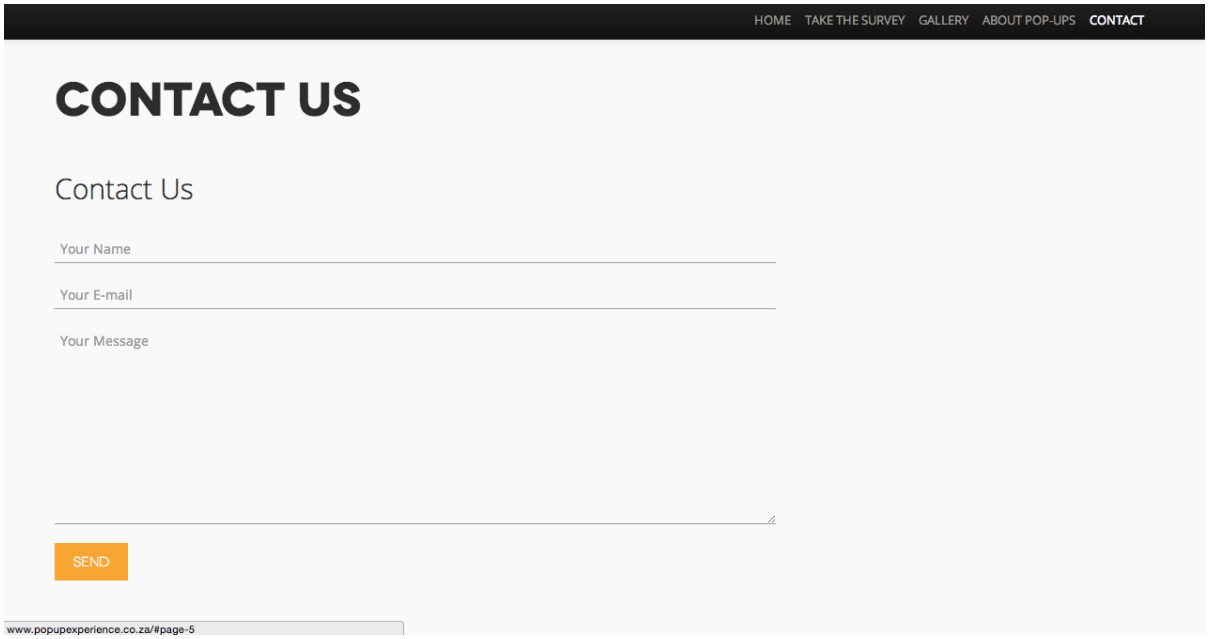

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APPENDIX C: QUESTIONNAIRE

1. 1. Dear Participant

I am undertaking my Masters studies at the University of Pretoria in the field of Clothing Retail Management. My research focuses on the influence that pop-up retail has on creating pleasurable experiences, building positive brand image and influencing consumers' patronage intentions.

I would value your opinion and would appreciate it if you could find the time to complete the following few questions. It will take approximately 10 minutes to complete. There are no right or wrong answers and I'm only interested in your opinion. Please fill out the questionnaire as freely and honestly as possible. You may stop participating at any time you don't feel like continuing. Your responses will be confidential and individual responses will not be reported.

Findings of this study will be used to provide a better understanding of how pop-up retail creates pleasurable experiences that can be used to create positive brand image and lead to patronage intention.

Thank you very much for your time and cooperation.

Yours sincerely

Elsa Raath

If you have any questions, please do not hesitate to contact me at 072 463 3669 or email me at elsaraath@yahoo.com.

I hereby give my consent that I am of my own free will participating in this study.

- [ ] Yes
- [ ] No

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2. Gender: V1

- ☐ Male
- ☐ Female

3. Age at your last birthday: V2

4. Monthly gross income: V3

- ☐ Less than R 5000
- ☐ Between R 5001 and R 10 000
- ☐ Between R 10 001 and R 15 000
- ☐ Between R 15 001 and R 20 000
- ☐ Between R 20 001 and R 25 000
- ☐ Between R 25 001 and R 30 000
- ☐ Between R 30 001 and R 35 000
- ☐ Between R 35 001 and R 40 000
- ☐ Between R 40 001 and R 45 000
- ☐ Between R 45 001 and R 50 000
- ☐ More than R 50 001

5. Ethnic group: V4

- ☐ Black
- ☐ White
- ☐ Coloured
- ☐ Asian
- ☐ Chinese
- ☐ Indian
- ☐ Other:

Other (please specify)

6. Area of residence: V5

- ☐ Tshwane
- ☐ Johannesburg

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7. Pop-up stores...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
provide some exciting activities for consumers.	○	○	○	○	○	○	V6
offer me an opportunity to learn about new products.	○	○	○	○	○	○	V7
are located in interesting venues.	○	○	○	○	○	○	V8
satisfy my senses.	○	○	○	○	○	○	V9
make me think about the specific brand.	○	○	○	○	○	○	V10
are visually appealing.	○	○	○	○	○	○	V11
revive my opinion of the brand.	○	○	○	○	○	○	V12
provide a memorable experience.	○	○	○	○	○	○	V13
are an enjoyable way to test out new products.	○	○	○	○	○	○	V14

8. I would visit a pop-up store because it...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
looks interesting.	○	○	○	○	○	○	V15
makes me forget about my everyday life.	○	○	○	○	○	○	V16
is a place that I can visit with my friends.	○	○	○	○	○	○	V17
would lift my mood.	○	○	○	○	○	○	V18
is eye-catching.	○	○	○	○	○	○	V19
is an experience I do not want to miss.	○	○	○	○	○	○	V20
made me feel like I was a different person.	○	○	○	○	○	○	V21

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9. Pop-up stores...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
have fun things to do.	○	○	○	○	○	○	V22
create a pleasing impression.	○	○	○	○	○	○	V23
provide a good way to get information about new products.	○	○	○	○	○	○	V24
are stores that are unusual.	○	○	○	○	○	○	V25
should provide a pleasant experience.	○	○	○	○	○	○	V26
direct my perception of what the brand is about.	○	○	○	○	○	○	V27
give me pleasant ideas about how to wear the brand.	○	○	○	○	○	○	V28
refreshes my ideas about traditional retail.	○	○	○	○	○	○	V29

10. I would visit a pop-up store because it...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
is an escape from my reality.	○	○	○	○	○	○	V30
is something to enjoy with my friends.	○	○	○	○	○	○	V31
would make me excited about the brand.	○	○	○	○	○	○	V32
has unusual exterior looks.	○	○	○	○	○	○	V33
has its products visually displayed.	○	○	○	○	○	○	V34
is a fun place to meet my friends.	○	○	○	○	○	○	V35
would make me cheerful.	○	○	○	○	○	○	V36

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11. Pop-up stores...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
are wonderful for amusement.							V37
have an interior that I will remember.							V38
provide me with enjoyment.							V39
helps me understand the brand concept.							V40
create enjoyment for those who visit them.							V41
are a fun way to see what the brand is all about.							V42
create a great shopping experience.							V43
are boring to me.							V44

12. I would visit a pop-up store because it...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
allows me to totally forget about my daily routine.							V45
is a place where I can hang out with my friends.							V46
would make me feel happy.							V47
creates an unknown world.							V48
impresses my friends.							V49
would not have any effect on my mood.							V50

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13. After experiencing the brand's pop-up store, I would...

	Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree	
recommend that others visit this pop-up store.	○	○	○	○	○	○	V51
re-visit this store.	○	○	○	○	○	○	V52
visit stores that stock this brand.	○	○	○	○	○	○	V53
want to experience this brand's future pop-up stores.	○	○	○	○	○	○	V54
recommend that a friend buy this brand.	○	○	○	○	○	○	V55
have to say that I really enjoy being at a pop-up store.	○	○	○	○	○	○	V56

14. After experiencing a brand's pop-up store, would you buy the brand? V57

○ Yes

○ No

15. Please complete the following question if you have previously visited a pop-up retail store of any kind.

Please choose an option below that will indicate your current perception of the brand after an experience of its pop-up store. 0 = "very poor"; and 10 = "excellent"

1	2	3	4	5	6	7	8	9	10	
○	○	○	○	○	○	○	○	○	○	V58

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APPENDIX D: THE INITIAL FACTOR ANALYSIS

Rotated Factor Pattern								
V	Construct abbreviation	Items in questionnaire	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6
V6	ENT	Pop-up stores provide some exciting activities for consumers	0.52062	0.33598	0.4836	0.31884	0.12049	-0.14049
V7	EDU	Pop-up stores offer me an opportunity to learn about new products	0.48589	0.3213	0.55506	0.09909	0.09891	-0.12648
V8	EST	Pop-up stores are located in interesting venues	0.4408	0.2637	0.59962	0.26058	0.23157	-0.02204
V9	SEN	Pop-up stores satisfy my senses	0.28495	0.39351	0.63136	0.24172	0.31577	-0.13089
V10	INT	Pop-up stores make me think about brands	0.37683	0.15877	0.68753	0.28105	0.02617	0.05639
V11	SEN	Pop-up stores are visually appealing	0.45471	0.20817	0.6265	0.34686	0.22019	-0.07398
V12	INT	Pop-up stores revives my opinion of the brand	0.40062	0.36641	0.62251	0.15863	-0.06663	0.14817
V13	ENT	Pop-up stores provide a memorable experience	0.46673	0.44824	0.44915	0.33247	0.26645	0.03051
V14	EDU	Pop-up stores are an enjoyable way to test out new products	0.51825	0.32018	0.53676	0.30292	0.15446	-0.12852
V15	EST	I would visit a pop-up store because it looks interesting	0.67392	0.20293	0.34794	0.36068	0.20408	-0.03211
V16	ESC	I would visit a pop-up store because it makes me forget about my everyday life	0.23518	0.8021	0.23957	0.09345	-0.00212	0.1144
V17	SOC	I would visit a pop-up store because it is a place that I can visit with my friends	0.5238	0.63021	0.17011	0.21448	0.23369	0.08946
V18	EMO	I would visit a pop-up store because it would lift my mood	0.48746	0.549	0.21094	0.35727	0.24912	-0.01501
V19	EST	I would visit a pop-up store because it is eye-catching	0.70796	0.20467	0.27678	0.3596	0.16011	-0.06894
V20	ESC	I would visit a pop-up stores because it is an experience I do not want to miss	0.47126	0.45387	0.32114	0.31458	0.30339	0.18229
V21	ESC	I would visit a pop-up store because it made me feel like I was a different person	0.19128	0.80429	0.29335	0.00259	-0.10114	0.14503
V22	ENT	Pop-up stores have fun things to do	0.47849	0.45008	0.21951	0.31819	0.22168	-0.19461
V23	SEN	Pop-up stores create a pleasing impression	0.59729	0.38767	0.2791	0.37145	0.22568	-0.20898
V24	EDU	Pop-up stores provide a good way to get information about new products	0.61425	0.24833	0.50342	0.12409	0.12598	-0.08796
V25	EST	Pop-up stores are stores that are unusual	0.76136	0.29928	0.30008	0.2356	0.06042	0.01337
V26	SEN	Pop-up stores should provide a pleasant experience	0.77377	0.21891	0.21199	0.00543	0.14121	-0.01741
V27	INT	Pop-up stores direct my perception of what the brand is about	0.68599	0.3677	0.31801	-0.03339	0.02784	0.06537
V28	INT	Pop-up stores gives me pleasant ideas about how to wear the brand	0.64751	0.33186	0.36915	0.17302	-0.04191	-0.03447
V29	INT	Pop-up stores refreshes my idea about traditional retail	0.66099	0.31965	0.43005	0.23319	0.10242	0.04399
V30	ESC	I would visit a pop-up store because it is an escape from my reality	0.2177	0.84078	0.19028	0.18012	-0.03213	0.01804
V31	SOC	I would visit a pop-up store because it is something to enjoy with my friends	0.44172	0.7044	0.10878	0.26935	0.28139	0.08024
V32	EMO	I would visit a pop-up store because it would make me excited about the brand	0.58212	0.44053	0.25725	0.41926	0.13856	0.0346
V33	EST	I would visit a pop-up store because it has unusual exterior looks	0.6953	0.26872	0.21718	0.42064	0.08516	-0.07047
V34	EST	I would visit a pop-up store because it has its products visually displayed	0.69113	0.28254	0.1896	0.41788	0.01608	-0.15552
V35	SOC	I would visit a pop-up store because it is a fun place to meet my friends	0.33707	0.75041	0.17781	0.16772	0.31971	-0.03079
V36	EMO	I would visit a pop-up store because it would make me cheerful	0.35886	0.66304	0.24612	0.29158	0.31259	-0.12711
V37	ENT	Pop-up stores are wonderful for amusement	0.49812	0.4978	0.099	0.40975	0.19971	-0.1997
V38	EST	Pop-up stores have an interior that I will remember	0.46737	0.51534	0.31178	0.34922	0.30632	0.01608
V39	SEN	Pop-up stores provide me with enjoyment	0.50525	0.53049	0.22045	0.37361	0.36478	-0.0685
V40	INT	Pop-up stores helps me understand the brand concept	0.60282	0.40367	0.27319	0.29442	0.07278	0.14537
V41	ENT	Pop-up stores create enjoyment for those who visit them	0.68221	0.4223	0.19911	0.34731	0.177	-0.0061
V42	EDU	Pop-up stores are a fun way to see what the brand is all about	0.67121	0.32925	0.27534	0.36741	0.03456	0.15847
V43	SEN	Pop-up stores create a great shopping experience	0.58865	0.42419	0.27263	0.28376	0.09819	0.0832
rV44	ENT	The pop-up store was boring to me	0.26027	-0.0325	0.12055	0.24802	0.67692	0.00298
V45	ESC	I would visit a pop-up store because it allows me to totally forget about my daily routine	0.20801	0.86697	0.15179	0.15854	0.03975	-0.02143
V46	SOC	I would visit a pop-up store because it is a place where I can hang out with my friends	0.29559	0.76685	0.18971	0.21736	0.3033	-0.00871
V47	EMO	I would visit a pop-up store because it would make me feel happy	0.33191	0.66096	0.28471	0.41765	0.26222	-0.0845
V48	ESC	I would visit a pop up store because it creates an unknown world	0.24111	0.67461	0.23028	0.25454	-0.04689	-0.18036
V49	SOC	I would visit a pop-up store because it impresses my friends	0.24693	0.80112	0.12426	0.20793	0.08602	-0.06175
rV50	EMO	I would visit a pop-up store because it would not have any effect on my mood	-0.02452	0.20897	0.06905	-0.09687	0.79334	0.0691
V51	PAT	After experiencing the brand's pop-up store, I would recommend that others visit this pop-up store	0.41832	0.33297	0.42625	0.62002	0.11926	0.10648
V52	PAT	After experiencing the brand's pop-up store, I would Re-visit this pop-up store	0.30805	0.42822	0.41253	0.62401	0.09807	0.16522
V53	PAT	After experiencing the brand's pop-up store, I would visit stores that stock the brand	0.38093	0.39661	0.408	0.61172	0.0354	-0.03466
V54	PAT	After experiencing the brand's pop-up store, I would want to experience this brand's future pop-up stores	0.46419	0.30838	0.39975	0.611	0.19665	-0.01285
V55	PAT	After experiencing the brand's pop-up store, I would recommend that a friend buy this brand	0.38098	0.37039	0.25884	0.65676	-0.01547	0.10437
V56	ENT	I really enjoyed being at the pop-up store.	-0.03232	0.02201	-0.03149	0.05595	0.06174	0.88471

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APPENDIX E: DESCRIPTIVE ANALYSIS TABLE

Descriptive stats											
Construct	**V**	**Items in questionnaire**	**N**	**Means (Avg)**	**Standard Deviation**	**Minimum**	**Maximum**	**4**	**5**	**Strongly agree 6**	**Total % agree**
Edu-tainment realm of exerience (n=254)	**V7**	Pop-up stores offer me an opportunity to learn about new products	241	4.44	0.902	1	6	47.30%	34.02%	10.79%	92.11%
	V6	Pop-up stores provide some exciting activities for consumers	240	4.34	0.968	1	6	47.92%	33.75%	8.75%	90.42%
	V8	Pop-up stores are located in interesting venues	240	4.34	0.985	1	6	44.58%	27.08%	12.92%	84.58%
	V9	Pop-up stores satisfy my senses	240	4.09	0.977	1	6	52.08%	20.83%	7.50%	80.41%
Esthetic experience (n=255)	**V34**	I would visit a pop-up store because it has its products visually displayed	245	4.47	0.943	1	6	47.35%	33.06%	12.65%	93.06%
	V19	I would visit a pop-up store because it is eye-catching	250	4.52	1.003	1	6	41.60%	35.20%	15.20%	92.00%
	V15	I would visit a pop-up store because it looks interesting	254	4.62	1.07	1	6	37.01%	32.68%	22.05%	91.74%
	V23	Pop-up stores create a pleasing impression	227	4.24	0.929	1	6	53.74%	25.99%	7.93%	87.66%
	V33	I would visit a pop-up store because it has unusual exterior looks	245	4.29	1.021	1	6	51.02%	22.45%	13.06%	86.53%
Escapist experience (n=257)	**V18**	I would visit a pop-up store because it would lift my mood	253	4.07	1.044	1	6	49.80%	21.34%	7.91%	79.05%
	V31	I would visit a pop-up store because it is something to enjoy with my friends	243	4	1.145	1	6	48.56%	16.46%	10.29%	75.31%
	V36	I would visit a pop-up store because it would make me cheerful	244	3.95	1.029	1	6	52.05%	15.16%	7.38%	74.59%
	V47	I would visit a pop-up store because it would make me feel happy	235	3.86	1.055	1	6	53.19%	12.34%	6.81%	72.34%
	V35	I would visit a pop-up store because it is a fun place to meet my friends	243	3.85	1.214	1	6	35.39%	18.93%	9.05%	63.37%
	V48	I would visit a pop up store because it creates an unknown world	235	3.74	1.134	1	6	41.28%	13.19%	7.23%	61.70%
	V46	I would visit a pop-up store because it is a place where I can hang out with my friends	234	3.75	1.204	1	6	39.32%	13.68%	8.55%	61.55%
	V16	I would visit a pop-up store because it makes me forget about my everyday life	251	3.35	1.206	1	6	29.88%	7.97%	5.58%	43.43%
	V49	I would visit a pop-up store because it impresses my friends	234	3.44	1.215	1	6	27.35%	7.26%	8.12%	42.73%
	V30	I would visit a pop-up store because it is an escape from my reality	243	3.31	1.136	1	6	29.63%	6.58%	4.53%	40.74%
	V45	I would visit a pop-up store because it allows me to totally forget about my daily routine	235	3.29	1.16	1	6	27.23%	7.23%	4.68%	39.14%
	V21	I would visit a pop-up store because it made me feel like I was a different person	248	3.21	1.184	1	6	24.60%	4.03%	5.65%	34.28%

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Intellectual pleasure (n=251)	**V26**	Pop-up stores should provide a pleasant experience	226	4.64	0.904	1	6	40.27%	35.84%	18.14%	94.25%
	V27	Pop-up stores direct my perception of what the brand is about	227	4.43	0.881	1	6	49.78	29.07	12.33	91.18%
	V42	Pop-up stores are a fun way to see what the brand is all about	221	4.37	0.985	1	6	49.32%	28.51%	12.22%	90.05%
	V41	Pop-up stores create enjoyment for those who visit them	221	4.24	0.929	1	6	52.04%	29.41%	6.33%	87.78%
	V40	Pop-up stores helps me understand the brand concept	223	4.22	0.94	1	6	52.02%	26.46%	7.62%	86.10%
	V29	Pop-up stores refreshes my idea about traditional retail	226	4.41	1.051	1	6	40.27%	28.76%	15.93%	84.96%
	V28	Pop-up stores gives me pleasant ideas about how to wear the brand	227	4.34	1.007	1	6	43.61%	27.75%	13.22%	84.58%
	V43	Pop-up stores create a great shopping experience	221	4.23	1.064	1	6	44.34%	25.34%	11.76%	81.44%
	V12	Pop-up stores revives my opinion of the brand	241	4.17	0.947	1	6	45.64%	23.24%	9.13%	78.01%
Emotional pleasure (n=237)	rV44	The pop-up store was boring to me	221	2.9	1.294	1	6	9.50%	4.98%	6.33%	79.19%
	rV50	I would visit a pop-up store because it would not have any effect on my mood	236	3.31	1.215	1	6	30.08%	8.47%	4.66%	56.77%
Patronage intention (n=208)	**V54**	After experiencing the brand's pop-up store, I would want to experience this brand's future pop-up	206	4.33	0.91	1	6	56.31%	22.33%	12.14%	90.78%
	V51	After experiencing the brand's pop-up store, I would recommend that others visit this pop-up store	208	4.25	0.918	1	6	59.13%	20.19%	10.10%	89.42%
	V53	After experiencing the brand's pop-up store, I would visit stores that stock the brand	207	4.25	0.888	1	6	59.42%	19.32%	10.14%	88.88%
	V55	After experiencing the brand's pop-up store, I would recommend that a friend buy this brand	206	4.2	0.908	1	6	56.80%	18.93%	9.71%	85.44%
	V52	After experiencing the brand's pop-up store, I would Re-visit this pop-up store	206	4.17	0.919	1	6	55.83%	18.93%	9.22%	83.98%
Brand image	**V57**	After experiencing this brand's pop-up store would you buy the brand? Y/N	176			1	2				0.00%
	V58	Indicate your perception of this brand after experiencing this pop-up store	169	7.12	1.551	1	10				0.00%

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